

Course Title: Marketing Data and Analytics

Course Duration: 4 Weeks

Course Description

This intensive course offers a fast-paced yet in-depth introduction to the fundamental concepts and techniques of marketing data and analytics. Designed for individuals and professionals looking to enhance their data literacy, the course equips students with the practical skills needed to collect, analyze, and interpret data to make informed, data-driven marketing decisions. By the end of the course, students will be able to apply data analytics to optimize marketing strategies and evaluate campaign performance.

Learning Objective:

To equip learners with the essential knowledge and practical skills to effectively collect, analyze, and interpret marketing data, enabling them to make data-driven decisions and optimize marketing strategies.

Learning Outcome:

By the end of this course, learners will be able to:

- Understand key concepts in marketing data and analytics.
- Collect, preprocess, and manage marketing data from various sources.
- Conduct basic data analysis to generate actionable marketing insights.
- Apply data-driven approaches to develop and optimize marketing strategies.
- Evaluate the performance of marketing campaigns and recommend improvements based on data insights.

Course Outline

- **Week 1:** Introduction to Marketing Data and Analytics – Explore the core concepts and importance of data in marketing.
- **Week 2:** Data Collection and Management – Learn techniques for collecting and managing marketing data.
- **Week 3:** Analyzing Marketing Data – Gain hands-on experience in data analysis for extracting valuable marketing insights.
- **Week 4:** Data-Driven Marketing Strategies – Use analytical techniques to drive marketing strategies and optimize performance.
- **Weeks 5 & 6: Final Project** – Marketing Campaign Performance Analysis & Optimization – Use Google Sheets and Google Looker Studio to analyze, visualize, and optimize a real-world marketing campaign's performance.

By the end of this course, students will have the skills to harness the power of data and analytics for better marketing decision-making and strategy execution.

Prerequisites:

- Basic understanding of digital marketing concepts.

Week 1: Introduction to Marketing Data and Analytics

- What is Marketing Data and Analytics?
- The Significance of Data-Driven Marketing
- Basic Concepts in Marketing Analytics

Weekly Quizzes: 10-15 MCQs

Week 2: Data Collection and Management

- Types of Marketing Data
- Data Sources and Collection Techniques
- Data Cleaning and Preprocessing
- Working with Numbers and Dates

Weekly Quizzes: 10-15 MCQs

Week 3: Analyzing Marketing Data

- Data Visualization Essentials
- Descriptive Statistics for Marketers
- Interpreting Marketing Data

Weekly Quizzes: 10-15 MCQs

Week 4: Data-Driven Marketing Strategies

- Using Data for Marketing Decision-Making
- Measuring Marketing Performance
- Creating Data-Backed Marketing Plans

Weekly Quizzes: 10-15 MCQs

Week 5+6: Final Project - Marketing Campaign Performance Analysis & Optimization(TBC)

Assessment Methods:

- Weekly Quizzes
- Data Analysis Assignments
- Final Project: Data-Driven Marketing Plan

Grading:

- Quizzes: 30%
- Data Analysis Assignments: 40%
- Final Project: 30%

Resources:

- Course Materials and Handouts
- Online Tutorials and Resources
- Access to Analytics Software

Note: Given the condensed duration, this course offers a high-level overview of marketing data and analytics fundamentals. For a more in-depth understanding, participants are encouraged to explore further resources and take advanced courses if desired.