

Data and Analytics for Marketers Skills Bootcamp Syllabus

Module	Topics Covered
Defining customer data	<ul style="list-style-type: none"> • What data is. • What the different types and levels of data are. • What the main sources of data are.
The basics of data analysis and applications	<ul style="list-style-type: none"> • How data analysis works. • Practical applications of data analysis. • The common data analysis tools.
Data quality management	<ul style="list-style-type: none"> • What the key characteristics of good data are. • How poor data quality can harm your business. • What you can do to improve the quality of your data.
Data platforms	<ul style="list-style-type: none"> • The benefits of a single customer view. • The different types of data platforms, how they work, and the benefits of them. • How to develop a data platform.
Data segmentation and modelling	<ul style="list-style-type: none"> • What segmentation is and what can be achieved with it. • What predictive modelling is and its benefits. • Understand the predictive power of data triggers.
Effective measurement and actionable insights	<ul style="list-style-type: none"> • What the different forms of marketing measurement are and their pros and cons. • What actionable insights look like.
Data storytelling, visualisation and reporting	<ul style="list-style-type: none"> • What good data storytelling and visualisation look like. • What you can do to improve your data narrative. • What makes a good report.
Marketing campaign reporting	<ul style="list-style-type: none"> • The theory, guidelines, and best practice of campaign reporting. • How to track campaign results. • How to use campaign data to develop a marketing budget.
The marketing regulations you need to know	<ul style="list-style-type: none"> • Which data protection regulations impact your work. • How you can make sure you're compliant with advertising standards. • Which sectors have industry-specific requirements relating to advertising.
Managing data security and risk	<ul style="list-style-type: none"> • How to manage data security. • How to approach risk management. • How to manage data analysts.
Data strategy for marketers	<ul style="list-style-type: none"> • The benefits of having a clear data strategy. • What you need to develop a data strategy. • What data strategy should look like.
Presentation skills	<ul style="list-style-type: none"> • A workshop to inspire you with fresh ideas, leaving you with a set of principles that you can employ to become a confident presenter.
Leadership for the modern marketer	<ul style="list-style-type: none"> • A workshop that will leave you inspired, informed, and with a plan of action for the next 12 months. Learn how modern organisations need leaders at every level.

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