

/ Your bootcamp – interacting with the content

This is a short guide to help you understand how to use the content made available to you.

This guide will run you through

1. The online platform
2. How you can access the learning content
3. Weeks breakdown

1. The online platform

You should now have received access to the online dashboard. Please take a few minutes to explore the platform and watch the dedicated video which will show you how to interact with the platform itself. You can find the video clicking on the yellow button **'Take a tour'** in the 'Welcome to the Online Learning Platform' banner.

2. How you can access the learning content

You can access the **Data and Analytics for Marketers** skills bootcamp curriculum either at the bottom of your dashboard or by clicking on the **'My learning'** tile on the top-left corner of the dashboard and then clicking on the course tile itself.

Once you are inside the course you will see the online content, this is made up of individual lessons. This is the order you need to follow when completing the bootcamp. The online lessons include theory, examples, case studies, exercises and templates and are available in addition to the tutor-led sessions.

The content will be delivered by a tutor, in some cases face to face in a physical classroom and in some other cases, face to face in a virtual classroom. For all the

tutor-led sessions, you will be sent a calendar invite including date, time, location or Zoom link, as well as the agenda for the day.

While attendance to the tutor-led lessons is mandatory, we understand some time life can get in the middle and make it impossible despite the best efforts. For this reason, your curriculum includes online content you can read through if you couldn't make it to the tutor led session. We also advise you to read through the online content in preparation for the multiple-choice assessment which takes place towards the end of the bootcamp. If you have any questions about the tutor-led sessions or online content, please email bootcamps@dma.org.uk.

3. Weeks breakdown

Let's look in more detail at the course breakdown by week:

For a full week by week agenda, including timings, please view the calendar invite

Week	Module	Learning objectives
Week 1	Welcome, Introductions, Bootcamp Overview	Get to know the team, your peers and find out all about the bootcamp
	Defining customer data	What is data?
		What are the different types and levels of data?
		What are the main sources of data?
Week 2	The basics of data analysis and applicationst	How does data analysis work?
		Some practical applications of data analysis
		What are some of the common tools?
Week 3	Data quality management	What are the key characteristics of good data quality?
		How can poor data quality harm your business?
		What can you do to improve the quality of your data?
Week 4	Data platforms	The benefits of a single customer view and data platforms
		The different types of data platforms and how they work
		How to develop a data platform

Week	Module	Learning objectives
Week 5	Presentation Skills	Learn about your strengths and opportunities to grow as a Presenter
		How to approach Preparation, Practise, Performance and Personal Confidence
		Leave with an action plan to continue what you've started
Week 6	Data segmentation and predictive modelling	What segmentation is and what you can achieve it with
		What predictive modelling is and its benefits
		Understand the predictive power of data triggers
Week 7	Effective measurement and actionable insights	What are the different forms of marketing measurement?
		What are the main pros and cons?
		What do actionable insights look like?
Week 8	Data storytelling, visualisation and reporting	The theory, guidelines, and best practice of campaign reporting
		How to track campaign results
		What makes a good report?
Week 9	Marketing campaign reporting	The theory, guidelines, and best practice of campaign reporting
		How to track campaign results
		How to use campaign data to develop a marketing budget
Week 10	The marketing regulations you need to know	Which data protection regulations impact your work?
		How can you make sure you're compliant with advertising standards?
		Which sectors have industry-specific requirement relating to advertising?
	Managing data security and risk	How to manage data security
		How to approach risk management
		How to manage data analysts
Week 11	Data strategy for marketers	What are the key benefits of having a clear data strategy?
		What do you need to develop a data strategy?
		What should data strategy look like?

Week	Module	Learning objectives
Week 12	Leadership Skills	Understand what leadership is, at all levels, and how it is changing as the way we work evolves
		Identify your unique approach to leading yourself, to build the foundations for successful leadership and communications
		Gain confidence in your leadership and performance through generating a tangible, 12-month personal action plan
Week 13	Group work, revision, multiple-choice assessment	
Week 14	Presentations	

for each week.