Data and Analytics – Social Data

Description

This training is intended for entrepreneurs, communication managers, who want to know the foundations of data / social data. During this training participants will learn the basics and mechanisms of data on the web and social networks.

Course Content

Module 1: Big Data

- Definitions
- Big Data issues
- The advantages of Smart Data (and dataviz)
- Knowledge quiz

Module 2 : Data Driven Marketing and Social Data

- Focus, inventory and examples of data drive strategy
- Examples of Social Data analyzes
- Social monitoring analysis tools (examples and demo)

Documentation

- Digital courseware included

Participant profiles

- Communication Managers
- Marketing Managers

Prerequisites

- Basic knowledge of internet browsing

Objectives

- Acculturate on digital transformation and data
- Know the fundamentals of data collection and analysis on the web and social networks

Niveau
Fondamental
Classroom Registration Price (CHF)
700
Virtual Classroom Registration Price (CHF)
650
Duration (in Days)
1
Reference
DM-BD