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# 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.

### Reference

DM-BD

### 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)

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