
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.

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

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

Duration (in Days)

1

Reference

DM-BD