

# DIGITAL MARKETING AND SOCIAL MEDIA ANALYTICS



## WHEN

Jun 16– 17, 2022

## PRICE

\$4,400

## WHERE

Live Online

## EXECUTIVE CERTIFICATE TRACK

Strategy and Innovation

New digital technologies have fundamentally reshaped marketing theory and practice during the last decade. This program provides a detailed, applied perspective of digital marketing and social media analytics in the 21<sup>st</sup> century. *Digital Marketing and Social Media Analytics* is designed to help you understand the new rules of marketing in the digital age—covering topics such as search marketing, social network marketing and analytics, predictive modeling, mobile advertising and commerce, CRM strategy, and digital advertising. The curriculum explores the difference between earned and paid media, predictive modeling for ad targeting and customer relationship management, measuring and managing product virality, viral product design, native advertising, and engaging the multichannel experience. The course will specifically stress the theory and practice of randomized experimentation, AB testing, and the importance of causal inference for marketing strategy.

Please visit our website for the most current information.

[executive.mit.edu/dms](https://executive.mit.edu/dms)

**MIT**  
**MANAGEMENT**  
EXECUTIVE EDUCATION

## FACULTY\*



Sinan Aral

*\*Please note, faculty may be subject to change.*

## TAKEAWAYS

You should have a fundamental understanding of:

- The digital advertising ecosystem and attribution and pricing models for digital advertising
- The fundamentals of web and app analytics and KPIs for web traffic and commerce
- Search engine marketing, search engine advertising, ad auctions, and strategies for optimizing search engine advertising
- Social network marketing and social network targeting
- Predictive analytics using social network data, peer-to-peer marketing, and personalized social advertising
- Demographic, behavioral, and social targeting and segmentation
- Social listening—analysis of user generated content, reviews, and ratings, and their effects on consumer demand
- Mobile commerce and analytics

## WHO SHOULD ATTEND

- Business leaders seeking a deeper understanding of the digital marketing ecosystem
- CMOs, CIOs, and their direct reports
- Product managers, product development managers, and marketing managers
- Chief data scientists and data managers
- Corporate strategists
- Agency executives
- Anyone interested in social media or measuring ROI from social media



*This was one of the most important and relevant executive education [courses] that I had in my professional career. The course itself is up to date with the new economy landscape and different buying behaviors that require a solid knowledge about social media, different but effective business strategies through digital marketing. I strongly recommend this program for executives looking [for] effective ideas to turn data into information with strategic value for the company.*

**OVERALL RATING** | ★ ★ ★ ★ ★

– Giovanni H

## CONTACT INFORMATION

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