

MIT
MANAGEMENT
EXECUTIVE EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY
SLOAN SCHOOL OF MANAGEMENT

DIGITAL MARKETING ANALYTICS

ONLINE SHORT COURSE

Optimize your integrated digital marketing efforts

Certificate Track: Strategy and Innovation

ABOUT THIS COURSE

New digital technologies have fundamentally reshaped marketing theory and practice over the last decade and have led to a drastic shift in the quality and quantity of information we are able to store, access, and analyze. With this proliferation of data has come an increasing need for many businesses to better understand and react to various consumer patterns, as well as evolve the way they measure, plan, and implement their marketing activity. As such, there's been a growing demand for skilled marketing analysts who are equipped to ensure optimal return on investment (ROI) for marketing spend and to deliver valuable insights that drive better customer service.

This online program will expose you to expert instruction from Sinan Aral, *David Austin Professor of Management* at the MIT Sloan School of Management, who currently hosts an in-person program, *Digital Marketing and Social Media Analytics* at MIT Sloan. His extensive experience with and knowledge of consumer analytics is now being made available to a wider audience.

WHAT THE PROGRAM COVERS

This program provides you with an overview of the best approaches and practices in digital marketing measurements and analysis, and offers an understanding of how these tools can be integrated to inform strategic direction.

You'll gain hands-on experience in the application of analytics tools and techniques, to real-world marketing problems. You'll also learn to create a predictive model using analytics tools and be equipped to recommend ROI optimization strategies from data collected through attribution modeling and A/B and multivariate experimentation. You'll learn how analytics-based marketing is used to improve ROI for marketing campaigns and will navigate

the latest applications of artificial intelligence (AI), machine learning, and predictive modeling within the context of marketing analytics.



US\$2,800



6 weeks,
excluding orientation



6–8 hours/week of self-paced
learning, entirely online*

**The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly enrichment activities, should you have the time.*

An integrated analytics approach can free up 15 to 20%
of marketing spend - up to \$200 billion worldwide.*

**McKinsey & Company*

THIS PROGRAM IS FOR YOU IF:



You want to optimize the ROI of your marketing efforts across channels using a data-driven approach.



You want to better integrate your digital marketing campaigns to capitalize on the many touch points you have with your consumer.



You want proof of your abilities in the form of an official certificate of completion from the MIT Sloan School of Management. **

***Certificates of completion are issued in your legal name upon successfully completing a program according to the program completion criteria outlined during the course. No certificate will be issued to you if you do not meet the stipulated requirements for the award of a certificate.*

WHO SHOULD TAKE THIS COURSE?

Marketing analytics is a field that should transcend the functional boundaries within the profession of marketing and, as such, would be of value and interest to almost anyone working within, or wanting to work within, a marketing-related role. If your business would benefit from an increased ability to measure, analyze, optimize, and increase digital marketing ROI, this digital marketing analytics program is for you.

This online program is designed to give you the opportunity to close the gaps in your analytical knowledge and skills. If you're involved in the field of marketing, this program will help to supplement your level of expertise and offer an opportunity for career growth, or increase your attractiveness to potential employers. If you're the owner of a small business, this program aims to help develop your ability to generate sales and improve revenue. This program is also aimed at validating the skills of established marketing professionals with an MIT Sloan certificate of completion.

“I firmly believe we're on the brink of a revolution in our understanding of human behavior, and the reason for that is the availability of massive data on micro-level human interaction at population scale.”

- SINAN ARAL, DAVID AUSTIN PROFESSOR OF MANAGEMENT AT THE MIT SLOAN SCHOOL OF MANAGEMENT

WHAT YOU'LL LEARN

This online program integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as written study guides (program notes). There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach of your learning path:

ORIENTATION

WELCOME TO YOUR ONLINE CAMPUS

ONE WEEK

You'll be welcomed with a personal call and get introduced to your online teaching and technical support network. Begin connecting with fellow participants while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You'll be required to complete your participant profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

MODULE 1

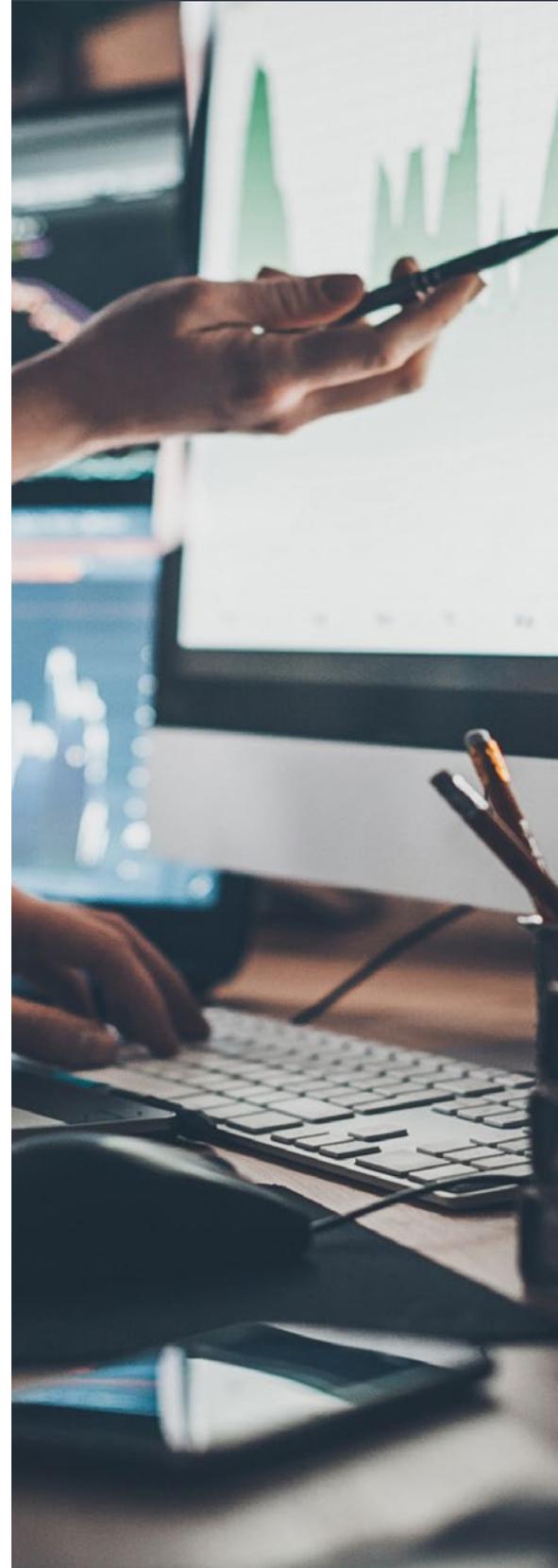
UNDERSTANDING THE DIGITAL MARKETING CHANNEL MIX

In this module, you'll gain insight into the integrated nature of digital marketing and the various digital channels that can be leveraged to optimize marketing spend. You'll have the opportunity to focus on the channels of search, display, mobile, and social marketing, and examine how these channels can work together. In doing so, you'll begin to recognize the significance of the integrated, multi-channel experience.

WHAT IS MIT SLOAN?

Learn more about

THE MIT SLOAN SCHOOL OF MANAGEMENT



MODULE 2

IMPLEMENTING INTEGRATED DIGITAL MARKETING

This module aims to give you experience and insight into certain available digital marketing analytics tools and teach you how to use these tools to interpret campaign performance. Digital marketing analytics tools such as Google Adwords, Facebook Ads, and web analytics tools such as Google Analytics will be explored. You'll practically apply these tools with the data sets provided to you, and use them to analyze and measure marketing performance.

MODULE 3

UNDERSTANDING PREDICTIVE ANALYTICS AND PREDICTIVE MODELING

In this module, you'll come to understand more about how predictive analytics is used in digital marketing and why it forms such an integral part of marketing strategy. You'll learn how predictive analytics use data and statistical algorithms to identify the likelihood of future outcomes based on historical data. You'll then go beyond knowledge of what has happened in the past and learn how to provide an assessment of what will happen in the future - an essential step in improving marketing campaigns.

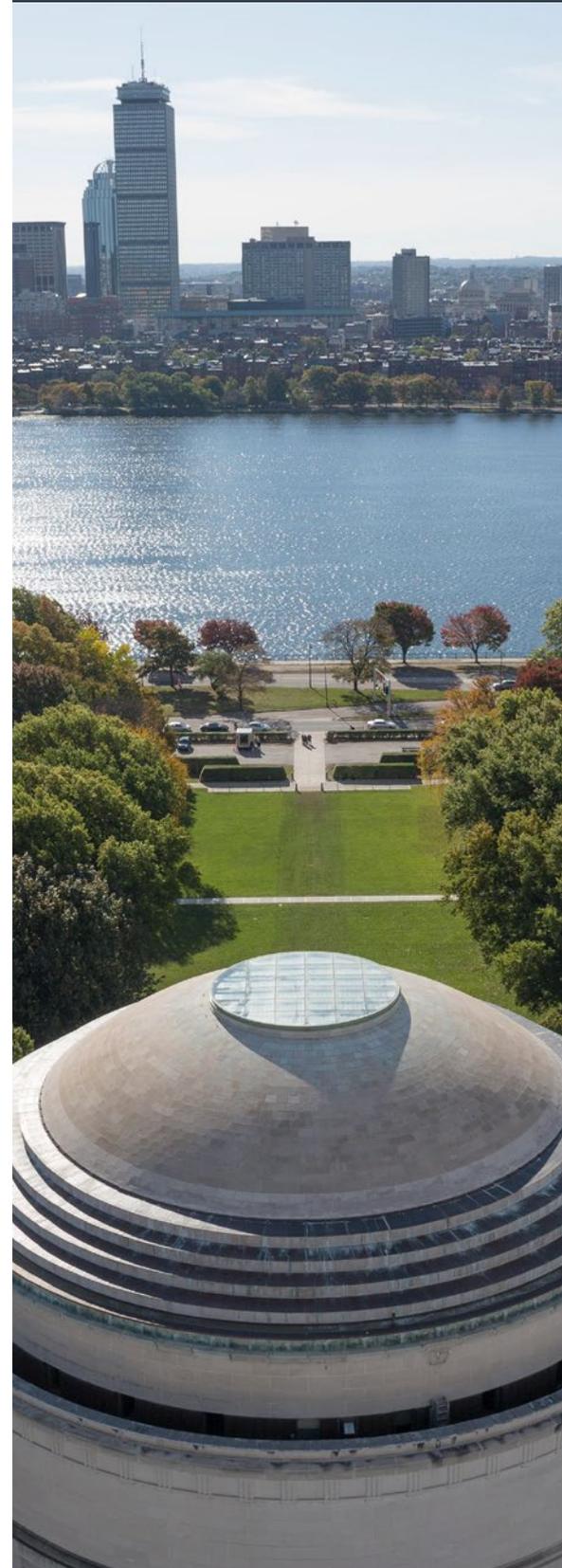
MODULE 4

IMPLEMENTING PREDICTIVE ANALYTICS ACROSS CHANNELS

This module aims to equip you with an understanding of what is involved in creating a predictive model before implementing predictive analytics techniques across digital marketing channels. You'll learn how to create a predictive model, which involves techniques such as regression analysis, basic descriptive statistics (mean, min/max, standard deviation), using software such as R. You'll implement these predictive analytics techniques across digital marketing channels using a real-world case study and create a predictive model on this basis.

WHY MIT SLOAN EXECUTIVE EDUCATION?

Learn more about
**THE MIT SLOAN
ADVANTAGE**



MODULE 5

OPTIMIZING RETURN ON INVESTMENT (ROI)

In this module, you'll work with marketing campaign data across multiple channels and learn to optimize certain marketing strategies for optimal performance and ROI. You'll become familiar with the factors influencing return on investment and consider where to adjust your marketing spend. Finally, you'll learn to measure ROI, deduce the efficiency of a given marketing campaign in obtaining optimal ROI, and then recommend ROI optimization strategies for this same campaign.

MODULE 6

THE FUTURE OF INTEGRATED DIGITAL MARKETING: VIDEO, MOBILE AND AI

This final module offers you an introduction to the exciting future of digital marketing. You'll explore the possibilities offered by video and mobile marketing, as well as the applications of artificial intelligence in these and other contexts. Finally, through the use of data and research from previous modules, you'll create a holistic digital marketing plan for your ongoing project, aimed at optimizing a given marketing campaign.

ONGOING PROJECT

CREATE A DIGITAL MARKETING OPTIMIZATION PLAN

By the end of this program, you'll be equipped to create a digital marketing optimization plan for your marketing portfolio using a real-world case study with corresponding data sets. The ongoing project helps you engage with key ideas related to optimizing a digital marketing strategy. These include developing a predictive model using predictive analytics tools, recommending ROI optimization strategies, and finally creating a 6-10 page report that pieces everything together and draws on data-driven evidence to support your overall strategy.



WHO YOU'LL LEARN FROM

YOUR FACULTY DIRECTOR

This subject matter expert from MIT Sloan guides the program design and appears in a number of program videos, along with a variety of industry professionals.



SINAN ARAL

David Austin Professor of Management
at the MIT Sloan School of Management

Sinan Aral is the *David Austin Professor of Management* at MIT, where he is a Professor of IT & Marketing, and Professor in the Institute for Data, Systems and Society where he co-leads MIT's Initiative on the Digital Economy. He was the Chief Scientist at *SocialAmp*, one of the first social commerce analytics companies (until its sale to Merkle in 2012) and at *Humin*, a social platform that the *Wall Street Journal* called the first "Social Operating System" (until its sale to Tinder in 2016). He is currently a founding partner at *Manifest Capital* and on the Advisory Board of the *Alan Turing Institute*, the British National Institute for Data Science, in London. Sinan was the Scholar-in-Residence at the *New York Times* R&D Lab in 2013 and has worked closely with Facebook, Twitter, Snap, AirBnB, Yahoo, Jet.com, Microsoft, IBM, Intel, Cisco, Oracle, SAP, and many other leading Fortune 500 firms

on realizing business value from big data analytics, social media, and IT investments. Sinan's research has won numerous awards including the Microsoft Faculty Fellowship, the PopTech Science Fellowship, an NSF CAREER Award and a Fulbright Scholarship. In 2014, he was named one of the "World's Top 40 Business School Professors Under 40" by *Businessweek*, and in 2018 received the Herbert Simon Award of Rajk László College in Budapest. He is the Author of the upcoming book, *The Hype Machine*, about how social media is disrupting our businesses, our politics, and our public health. Sinan is a Phi Beta Kappa graduate of Northwestern University, holds Master's degrees from the London School of Economics and Political Science, and Harvard University, and received his PhD from MIT. He enjoys cooking, skiing and telling jokes about his own cooking and skiing. His most recent hobby is learning from his four-year-old son. You can find Sinan on Twitter @sinanaral.

YOUR SUCCESS TEAM

Receive a personalized approach to online education that ensures you're supported by GetSmarter throughout your learning journey



HEAD LEARNING FACILITATOR

A subject expert from GetSmarter and approved by the University, who'll guide you through content-related challenges.



SUCCESS MANAGER

Your one-on-one support at GetSmarter, available during University hours (9am - 5pm EST) to resolve technical and administrative challenges.



GLOBAL SUCCESS TEAM

This team from GetSmarter is available 24/7 to solve your tech-related queries and concerns.

A POWERFUL COLLABORATION

MIT Sloan Executive Education is collaborating with online education provider, GetSmarter, to create a new class of learning experience — one that is higher-touch, intimate, and personalized for the working professional.

WHAT IS MIT SLOAN?

The MIT Sloan School of Management is one of the world's leading business schools, emphasizing innovation in practice and research, with a mission to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The School's focus on action learning means that students are able to apply concepts learned in the classroom to real-world business settings and, through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers non-degree executive programs led by MIT Sloan faculty to provide business professionals from around the world with a targeted and flexible means to advance their career development goals and position their organizations for future growth.

By collaborating with GetSmarter, a leader in online education, MIT Sloan Executive Education is able to broaden access to its on-campus offerings in a collaborative and engaging format that stays true to the quality of MIT Sloan and MIT as a whole.

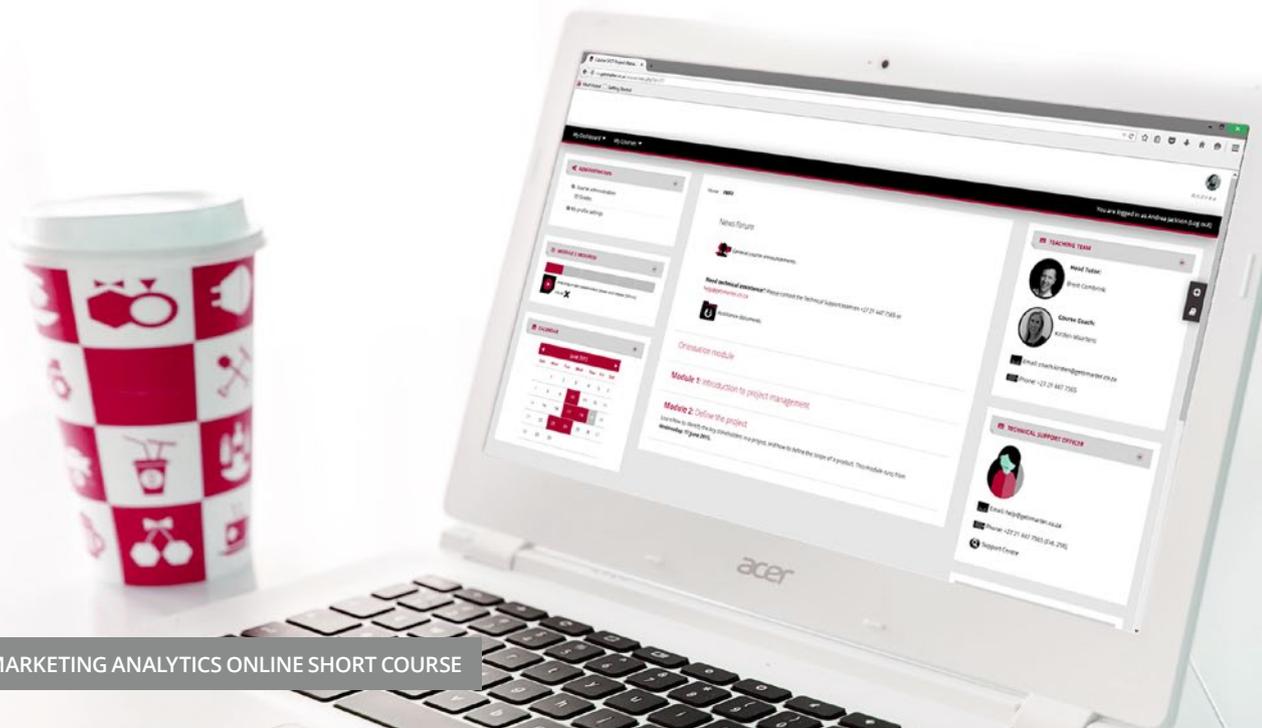
WHAT IS GETSMARTER?

GetSmarter, a wholly-owned subsidiary of 2U, Inc., is a digital education company that partners with the world's leading universities to select, design and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigour in our people-mediated model which enables lifelong learners across the globe to obtain industry-relevant skills that are certified by the world's most reputable academic institutions.

MIT SLOAN CERTIFICATE OF COMPLETION

This program offers you the opportunity to earn a certificate of completion from one of the world's leading business schools - the MIT Sloan School of Management. Your certificate will be issued in your legal name and couriered to you, at no additional cost, upon successful completion of the program, as per the stipulated requirements. This program also counts towards an MIT Sloan Executive Certificate.



HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and ongoing project submissions, culminating in the creation of a digital marketing optimization plan.

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS

In order to complete a course, you'll need a current email account and access to a computer and the

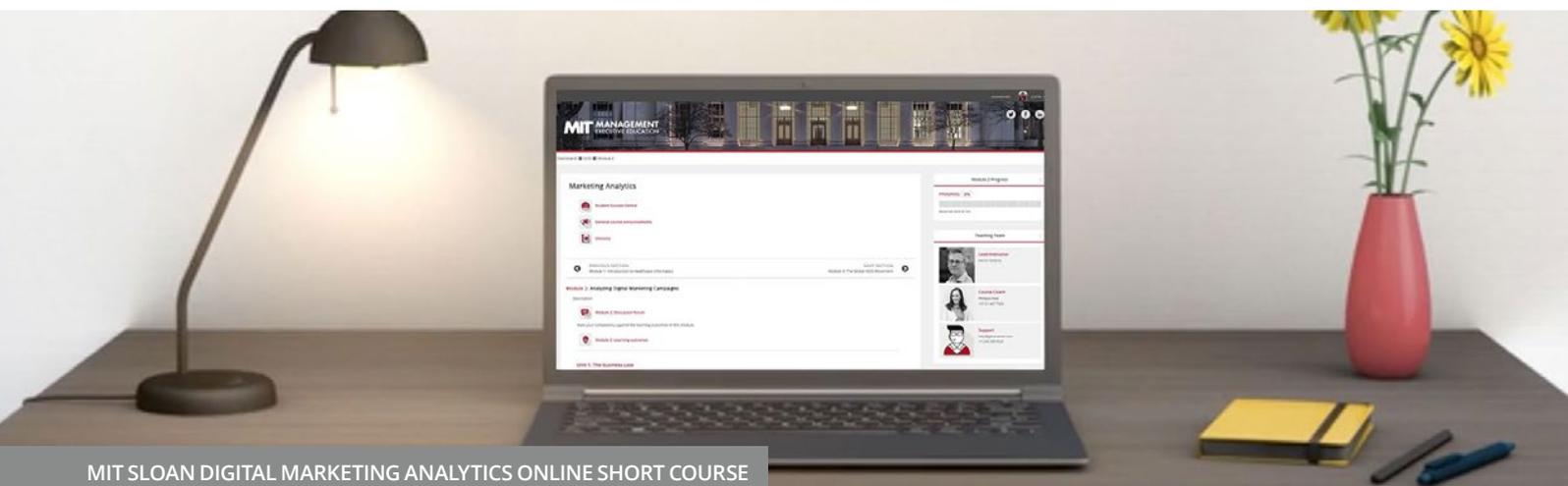
internet, as well as a *PDF Reader*. You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel. Installing *Adobe Flash Player* will give you full access to certain course content, such as interactive infographics. However, you'll still have access to this content in the form of a downloadable PDF transcript if you'd prefer not to use Flash.

BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to program material. This browser can be downloaded [here](#).

ADDITIONAL REQUIREMENTS

Certain programs may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the program. Please note that Google, Vimeo, and YouTube may be used in our program delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing program content. Please check with a Course Consultant before registering for this program if you have any concerns about this affecting your experience with the Online Campus.





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Ready to create an optimized, holistic digital marketing strategy?

[REGISTER NOW](#)

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