



MANAGEMENT DEVELOPMENT PROGRAMME (MDP) ON MARKETING ANALYTICS

25th February 2022



Sri SAI RAM ENGINEERING COLLEGE

*An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi
Accredited by NBA and NAAC "A+" | An ISO 9001:2015 Certified and MHRD NIRF ranked institution*

and

Sri SAI RAM INSTITUTE OF TECHNOLOGY

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Sai Leo Nagar, West Tambaram, Chennai - 44, Tamil Nadu, India.

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AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

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ESTD. 1966

ABOUT US

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The Institute offers the Post Graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the Government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2017, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools. Business Standard has ranked us in A3 category for the year 2022. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, and Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

ABOUT MDP

With speedy advances in information technology and access to huge amount of structured and unstructured data, competence in analytics has become a key success factor for business professionals. The programme covers basics, analytics tools, and applications in marketing function. It will include modelling, basic statistics, dive deep exploration and some popular predictive techniques to get actionable marketing insights. It will be a fully hands-on programme

where participants work on actual problems, design solutions and develop validated models.

PROGRAMME CONTENTS

- ◆ Data driven decision making
- ◆ Identify marketing analytics opportunities
- ◆ Data management
- ◆ Exploratory tools and visualization
- ◆ Predictive analytics and foresight support
- ◆ Prescriptive methods
- ◆ Analytics governance and maturity steps.

RESOURCE PERSONS**Dr. THANGARAJA ARUMUGAM**

Associate Professor, VIT Business School

**PROGRAM PEDAGOGY**

The methodology adopted is learner centered with hands-on approach to facilitate participants take control of their learning process, experience results, face difficulties and enhance competencies. Participants will be provided opportunities to dive deep into various relevant use cases and apply relevant techniques and tools for analytical goals.

WHO SHOULD ATTEND?

Faculty handling marketing analytics and digital marketing course, Executives and Managers engaged in marketing analytics and governance of analytics.

PROGRAMME DURATION: 1 DAY

PROGRAM FEE: Offline Rs. 1000/-

HOW TO REGISTER:

Please mail your willingness to attend to the MDP to the convener and coordinator.

Convenor

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