

MANAGEMENT DEVELOPMENT PROGRAMME (MDP) ON BUSINESS INTELLIGENCE & MARKETING ANALYTICS

22nd May 2021

In association with :

AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

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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

An Autonomous Institution | Affiliated to Anna University & Approved by AICTE, New Delhi

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

www.sairamgroup.in

ABOUT US

SIMS was established with the motto of “ Prosperity through Innovative management” by the founder Chairman Shri.M.J.F.Ln.Leo Muthu. Institute offers post graduate programme leading to the award of MBA degree .The department is well equipped with all modern facilities such as syndicate room, seminar hall, computer centre, department library, audio & video facilities and a central library with latest books, national and international journals. The highlights of the institute is that it was rated with prestigious AAA status by the Career 360 during 2018, and also categorized as A++ Grade institution by Business India, A3 rated B school by AIMA, Platinum category for the past 4 years by AICTE-CII survey, Business today India's best B school survey rated among Top 150 b schools, and Business standard rates our Institution with A4 category, career 360 magazine has rated SIMS as one of the Top 100 B- schools in India for 2019. The Institute has been ranked one of the top among 100 by the Times B school Survey 2021. 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, 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

The most successful businesses are the ones that understand the intrinsic relation between sales and marketing analytics. From brand awareness and lead generation to customer acquisition and retention, sales and marketing are where your business most actively interacts with the world. In other words, they represent the face and the mouth of your company. So you want it to look and speak as well as possible right?, Marketing analytics refers to the

practice of leveraging key marketing metrics with Business intelligence tools to accurately track, measure and analyze the performance of marketing campaigns and strategies, using those insights to inform sales tactics and operations. Analytics also lets you to go a step further and compare your data sets to each other. MDP provides participants with an opportunity to enhance existing skills and gain updated ones as well. As an added advantage, the participants in the program shall build relationships with other experts in their domain. The program is designed to have open knowledge sharing with interactions coupled with discussions and is expected to have out of the box thinking, effective problem approach and sorting techniques that brings out profitable decisions for their business. The program aims at developing the marketing analytics skill to achieve their personal and organization goals.

OBJECTIVES

- ◆ To enable the skills of business intelligence in marketing areas for the employees.
- ◆ To provide a platform to foster marketing analytics.
- ◆ To enhance the marketing analytics skills in the working environment to achieve the personal and the Organizational objectives.

PROGRAMME SCHEDULE

Session – FN – Data Analytics, Web analytics and Google analytics

Session – AN – Forecasting model, Product management , marketing structure and strategies.

WHO WHOM ?

Marketing & Sales Executives, Management Faculty.

REGISTRATION FEE : INR.2,000/- per participant.

Convenor

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