



MIT | School of
Distance Education



MIT SDE Unique Features

With our Academic Partner, KPMG in India
Empower your career with industry-focused
Marketing Analytics Certification

Introduction to Marketing Analytics

Marketing analytics is at the heart of modern, data-driven strategies. By harnessing data, businesses can uncover valuable insights into consumer behavior, assess campaign performance, and improve overall marketing effectiveness. In today's competitive market, companies that utilize marketing analytics are better positioned to understand their customers, adapt to trends, and achieve lasting growth. The MITSDE Marketing Analytics Certification Program, developed with KPMG in India as an Academic Partner, equips PGDM Marketing students with the essential skills to excel in today's data-driven marketing world.

With a hands-on, project-based approach, you'll work with real-world marketing data using industry-standard tools and techniques.



Course Highlights



Tools

- **Advanced Excel:**
Master data analysis, pivot tables, and other advanced functions to analyze and manipulate marketing data.
- **Power BI:**
Gain expertise in data import, cleaning, visualization, and DAX expressions.
- **Orange3:**
Explore data visualization and modeling techniques using Orange3.

Modules

- o **Module 1: Introduction to Marketing Analytics**
- o **Module 2: Advanced Excel Modeling using Marketing Data**
- o **Module 3: Understanding Consumer Behavior**
- o **Module 4: Deep Dive into Statistical Analysis with Marketing Data**
- o **Module 4: Creating and Using Analytics Models on Marketing Data**
- o **Module 5: Analyzing Marketing Promotions**
- o **Module 4: Getting Started with Power BI**
- o **Module 5: Introduction to Orange 3**
- o **Final Project**

Project

- **A hands-on project will be assigned to test your understanding of the course concepts.**
- **You will have five days to complete the project and submit it in the format specified by KPMG.**
- **The project score will be considered during the final qualification assessment.**
The minimum score for qualification is 65%.

Assessment:

- **The assessment process consists of a multiple-choice question exam and hands-on exercises.**
- **You will have one attempt to complete the assessment, and a minimum score of 65% is required to pass.**
- **If you fail the assessment, one free retake is allowed. Subsequent retakes will incur a fee.**

Upon successful completion of the course and assessment, you will earn a certificate of completion from KPMG, a valuable credential that demonstrates your expertise in marketing analytics.



**Take your marketing career to the next level.
Enroll in the MITSDE Marketing Analytics Certification Program today!**

Visit: mitsde.com

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