



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Marketing Analytics

Descriptive, Predictive, and Prescriptive Analytics for
Data-Driven Marketing Decisions

Program starts in February 2024



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Marketing Analytics:

Descriptive, Predictive, and Prescriptive Analytics for Data-Driven Marketing Decisions

OVERVIEW

Unlock the power of data-driven marketing strategies with our comprehensive marketing analytics course. This program is perfect for current and aspiring marketing practitioners. The program is designed to help you optimize your marketing institution's data descriptive, predictive, and prescriptive capabilities.

Through this course, you'll learn how to source raw data from both secondary and primary data sources, including prospects, consumption patterns, and more. Using marketing analytics, you'll transform this data into actionable insights and predictions to make better marketing decisions to support the growth objectives of the organization.

Discover the relationships between variables, trends, and seasonality using advanced decomposition techniques to develop marketing strategies that maximize customer value and financial sustainability. By the end of the program, you'll be equipped with the tools and knowledge necessary to take your marketing career to the next level with marketing analytics as part of your competency toolkit.

PROGRAM OBJECTIVES

1. Give clients the knowledge to organize their marketing department or division to be able to gather and process marketing-related data from prospects and clients.
2. Know how data should be gathered, cleansed, archived, and organized to make it ready for processing for analytics purposes.
3. Revisit and refresh knowledge of Descriptive statistics and statistics. Revisit some fundamental statistics theories such as probability theory and the normalized bell curve.
4. Be able to use good visualization to understand and communicate data.
5. Use Different statistical and mathematical techniques to quantify relevant marketing variables for decision-making.
6. Get introduced to intermediate-level prescriptive analytics techniques and understand how the data inputs and relationships can be the inputs to programs and even Machine Learning/ Artificial Intelligence.

PROGRAM SCHEDULE

February 5, 7, 9, 12, 14, 16, 2024
1:30 PM to 5:00 PM (GMT+08) on all dates

PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

PROGRAM FEE

PHP 30,990.00 or USD 564.00*

*The prevailing exchange rate at the date of payment may apply

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

PROGRAM FACULTY



Enrique J. Martinez
Adjunct Faculty
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at <https://go.aim.edu/seellprogramcalendar>



FOR INQUIRIES:

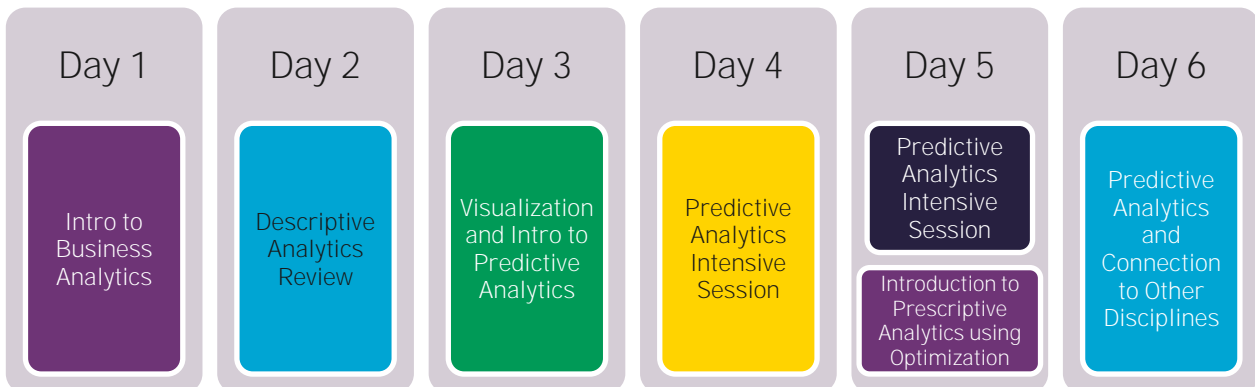
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Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
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WHAT YOU WILL LEARN

1. Give students ways to organize their marketing department or division to be able to gather and process marketing-related data from prospects and clients systematically.
2. Know how data should be gathered, cleansed, archived, and organized to make it ready for processing for analytics purposes.
3. Revisit and refresh knowledge of Descriptive statistics and statistics. Revisit some fundamental statistics theories such as probability theory and the areas of the normalized bell curve.
4. Be able to use good visualization in understanding the data and communicating data to the students' target audience.
5. Use different regression techniques for predictive analytics (simple and multiple regression, linear regression, exponential regression, polynomial regression, and logarithmic regression) in creating relationship models for marketing variables and finding the best fit.
6. Get introduced to intermediate-level prescriptive analytics techniques and understand how the data inputs and relationships can be the inputs to programs and even Machine Learning/ Artificial Intelligence.
7. Share attributes of human psychology such as language and mannerisms to garner insights on background and preferences.

PROGRAM LEARNING CONTENT





KEY BENEFITS

1. Use marketing data and insights to introduce or create products and services that can deliver the best value to clients.
2. Familiarize with an assortment of qualitative and quantitative tools to gather and get insights on customer sentiments and insights.
3. Help Transform the marketing department from a department that gets ad hoc information to a department that systematically gathers data.
4. Use quantitative tools to learn customer consumption and product demand behavior to be able to decide where marketing efforts and resources should be spent.

WHO SHOULD ATTEND

This course is designed for audiences between the Supervisor level to Middle Management and lower High-level management.

- Marketing practitioners such as marketing managers, brand managers, advertisers and other marketing professionals who want to upgrade of skillsets in marketing analytics.
- Professionals who are considering entering the marketing field
- Company Management who want to be able to find ways how they can improve the marketing department.
- Students and Academe who want to see applications of quantitative approaches tailor-fitted for marketing practice.





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PROGRAM FACULTY



Enrique J. Martinez
Adjunct Faculty
Asian Institute of Management

Enrique J. Martinez is an adjunct faculty in the Asian Institute of Management teaching subjects about Business Analytics and Synergizing Marketing with Logistics and distribution Networks. He also taught Business Analytics and Operations Management subjects at De La Salle Graduate School of Business prior to joining AIM as an adjunct faculty.

Enrique Martinez took his Bachelor of Science, major in Entrepreneurship at the De Lasalle University Manila and is an MBA graduate of the Asian Institute of Management with an exchange term in EBS Universität in Frankfurt Germany where he took courses on supply chain network design, product design, real estate econometrics, real estate finance, and pricing strategy.

His approach to his lessons is via business simulation mixed with the AIM case method approach where he uses real-life business situations and gets actual figures so students can dissect and learn cases in a systematic and calculated way.

He is currently working for a privately held Real Estate Firm J&M Properties and Construction Corporation where he is currently the General manager. The firm engaged in developing townships, land best-use studies, and asset management. He oversees over 1B php worth of property assets and has overseen more than 1.5B worth of property sales and reservations in recent years. He also was involved in launching the Philippines' first Composite LPG composite Brand EC gas in 2013 where his involvement included developing the market penetration approach as well as developing if the business model for the localized units.



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Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice and, ultimately, a Postgraduate Diploma in Management. These credentials lead to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Completing the program earns participants One (1) unit, which can be credited to the following:

- Postgraduate Certificate in Marketing Management

*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn One (1) unit, which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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