

Marketing innovation executive program: trends in data, experience & growth

Field of study:
Marketing



Dates: 12 June 2023 - 22 June 2023

Language of instruction: English 🇺🇸

Duration: 2 weeks (55 hours)

Cost: 2,500€

Campus: ESIC Business School (Madrid)

Aimed at: Experienced professionals, alumni and current students of postgraduate programs.



Learning objectives

- To understand the relevance of a Data-Driven organization and to learn about new business models based on data management.
- To understand how digitalization affects consumer experience, as well as the impact of new technologies in simulation and personalization in real-time.
- To optimize customer management processes with new technologies, in order to enrich the customer base, and apply new acquisition techniques
- To master and apply innovative methodologies in the development of new businesses
- To develop and boost a creative thinking mindset



Course content

2 - INNOVATION IN CUSTOMER EXPERIENCE

- Innovation in customer service
- User experience
- Digital transformation and Customer experience
- Real-Time personalization
- Multisensory experiences
- Technology and Customer Experience
- Stimulating experiences

3 - GROWTH: INNOVATION IN DIGITALIZATION AND MARKETING AUTOMATION

- Communication and sales: Martech to Growth.
- Marketing technologies
- Realtime research and new techniques
- Attribution and acquisition.
- Digital omnichannel Customer journey map.
- Growth Hacking y Product Led growth.
- RPA – SPA – BPA – BPM

4 - INNOVATION IN BUSINESS MODELS

- Importance of the innovative business model
- The difficulty of innovating in a business model
- Business model – building blocks
- Creativity in business model innovation



Course content

1 – DATA INNOVATION

- Data value
- Data thinking to identify a Data Driven Innovation in Business.
- Innovation with Machine learning
- The new data management: First Party Data, Cookieless & GDPR
- New ecosystems: Need of data sharing and data ownership

COURSE CALENDAR

WEEK #1

	Morning 9:30 - 13:30	Break 13:30 - 15:00	Afternoon 15:00 - 18:00
M 6/12/2023	Reception & Orientation	Welcome lunch	Experiential activities Immersive experience: esic tech Cultural experience: Madrid tour
T 6/13/2023	Data innovation	Lunch	Data innovation
W 6/14/2023	Company visit	Lunch	Innovation management Project: briefing & group work
TH 6/15/2023	Innovation customer experience	Lunch	Innovation customer experience
F 6/16/2023	International Masterchef Boost your soft skills whilst cooking your own lunch!		Free
S 6/17/2023	Optional activity: Puy Du Fou	Free	Free

WEEK #2

	Morning 9:30 - 13:30	Break 13:30 - 15:00	Afternoon 15:00 - 18:00
M 6/19/2023	Growth: Innovation in digitalization and marketing automation	Lunch	Innovation in marketing Growth
T 6/20/2023	Company visit	Picnic in Madrid	Experiential activity: Bernabeu or Prado Museum
W 6/21/2023	Innovation in Business Models	Lunch and round table with professionals	Final project team
TH 6/22/2023	Final project presentation & assessment	Farewell lunch	Closing ceremony