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

Field of study:
Marketing

Dates: 10 June 2024 - 20 June 2024

Language of instruction: English or spanish (depends on demand)

Duration: 2 weeks (55 hours)

Cost: 2,500€

Campus: ESIC Business School (Madrid)

Aimed at: Experienced professionals, alumni and current students of postgraduate programs seeking to excel in today's dynamic business environment through the enhancement of their strategic knowledge, broadening network opportunities, optimizing technological skills and embracing creative & cross-cultural thinking.

Learning objectives

- Understand the relevance of a Data-Driven organization and explore new business models based on data management.

- Grasp how digitization impacts the consumer experience and the influence of emerging technologies on real-time simulation and personalization.

- Optimize customer management processes using new technologies to enhance the customer base and implement innovative acquisition techniques.

- Master and apply innovative methodologies in the development of new businesses.

- Foster and strengthen creative thinking.

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 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