

DIGITAL TRENDS AND ANALYTICS IN MARKETING (DTAM)

(ECTS 5)

Why DTAM at ZSEM?

How marketing is changing from traditional to digital? We will have strong emphasis on real live company situation.

This class is focused on digital trends and analytics in marketing, in order to develop successful business. It is crucial to

learn how it all works out there, in real life!

What does DTAM at ZSEM consist of?

Practice, practice, practice! Everything will be based on real life examples and cases from the practice. This course provides a framework of analysis for the digital trends and analytics in marketing and implementation in the

organization. It discussed techniques and tools to improve effectiveness and efficiency of the business, as well as,

capturing of new knowledge from the perspective of the learning organization.

Students are required to come prepared on the class and read all the materials ahead. Class participation is strongly

encouraged and welcomed as a best method of student knowledge comprehension. Students will be also examined during

the lectures with different questions regarding the topics covered. They are also encouraged to listen to the dialogues

from their colleagues.

Communication with students is strongly stressed and encouraged.