



Online Self-Paced Course

MARKETING ANALYTICS



Duration of 30 Hours

access anytime and anywhere



1-Year of Access

Get LMS access for one year



Completion Certificate

Jointly issued by NSE Academy &
Grant Thornton Bharat

Program Fees

Rs 15,000/-

+Taxes*

Enroll Now!

This programme equips participants with advanced tools, innovative techniques, and practical experience to master data-driven marketing. You will also gain the expertise to analyse trends, optimise strategies, and deliver impactful results. You will also understand how to manage brand crisis and cross-culture marketing using data analytics and brand communication.

Modules

1. Introduction to marketing analytics
2. Overview of marketing analytics resources
3. Product launch with enhanced marketing analytics
4. Social media marketing with data insights
5. Revamping an e-commerce website
6. Using AI for personalised marketing
7. Predictive analytics in marketing
8. Increasing local business visibility online
9. Launching an international marketing campaign
10. Crisis management in digital marketing
11. Future of data marketing analytics

Contact Details

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Disclaimer

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About Grant Thornton Bharat LLP

Grant Thornton Bharat (GT) is truly a global organization with 62,000+ people in more than 130 countries. No matter, how big the organization or the international challenges you face, GT has the resources to match and provide solutions. The organization has member firms in over 130 countries worldwide. It is ranked one of the top six firms in 88 markets around the world and established in all major business centres and emerging markets.

The organization serves India region with 13 offices in all major cities with more than 15,000 people.

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About NSE Academy

NSE Academy Limited is a wholly owned subsidiary of the National Stock Exchange of India Limited (NSE). NSE Academy Limited enables the next generation of BFSI and FinTech professionals with industry aligned skills – through capacity building programs and certification courses, powered by an online examination and certification system. The courses are well-researched and carefully crafted with input from the industry professionals.

NSE Academy Limited works closely with reputed universities and institutions across India in building a competent workforce for the future of BFSI and FinTech.

NSE Academy Limited also promotes financial literacy as an essential life skill among youngsters – a contribution towards financial inclusion and wellbeing.

