

COURSE NAME: Data Scouts Grads
COURSE CODE: DSG
CERTIFICATION: Data Scouts Certified Grad
DELIVERY: Interactive Online
DURATION: To be completed at own pace within 3 months



Creating the next generation of leaders in Marketing Automation & CRM

COURSE DESCRIPTION

Data Scouts Grads is designed to teach recent graduates of any functional area or qualification with the fundamental principles of Marketing Automation & Customer Relationship Management (CRM). No industry experience is required for this course.

LEARNING OUTCOMES

At the successful completion of this course, Data Scouts Certified Grads will be able to:

- ✓ Articulate the fundamental concepts of Marketing Automation & CRM
- ✓ Identify and describe various Marketing Automation & CRM technology platforms
- ✓ Demonstrate an ability to calculate a Customer Lifetime Value (CLV)
- ✓ Demonstrate an ability to define and analyse a Customer Funnel

COURSE OUTLINE

Core Concepts - Marketing Automation & CRM

This module will teach graduates the fundamental theories of Marketing Automation, Lifecycle Marketing & CRM. It will also provide an overview of the technology platforms utilised by digital marketers today to drive commercial outcomes.

Graduate Toolkit – Practical Tools and Techniques for Planning, Analysis, Evaluation and Presentation.

This module provides graduates with a range of industry leading best practice tools and techniques to plan and execute strategic Marketing Automation & CRM initiatives with a key focus on Customer Lifetime Value.

