

# Executive Education



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Delivering Value Through  
Digital Programme



# Executive Summary

With digital marketing increasingly dominating the growth in marketing spend across all sectors, now is the time to deepen your understanding of this space to help you and your team optimise your overall marketing performance.

This innovative programme from Saïd Business School and Melbourne Business School provides the latest thinking on how to tackle the challenges faced by marketing executives embarking on digital transformation. Together, we'll deconstruct several key issues, including the effectiveness of digital media, and identify how you can apply analytics to achieve superior results in a rapidly changing digital environment.

Industry guests will also share their success stories to give you a deeper insight into the practical applications of techniques that will allow you to take effective action and deliver greater impact in your organisation.

## Programme Snapshot

### Programme

#### Directors:

Professor Ujwal  
Kayande and  
Professor Andrew  
Stephen

### Duration:

4 days

### Location:

Melbourne

Please refer to  
our website for  
programme dates  
and fees.

### APPLY NOW

[mbs.edu/dvtd](https://mbs.edu/dvtd)

## Who Should Attend?

Marketing executives and consultants who have:

- Some data fluency but need to hone their analytics-based thinking
- No data fluency and need to gain this knowledge.

Non-marketing executives and consultants whose roles interface with marketing and need to better understand the latest thinking around digital marketing and analytics.

## Learning Outcomes

By the end of the programme, you will be able to:

- Develop a digital marketing strategy for your organisation
- Incorporate privacy concerns related to digital data within your strategy
- Accurately measure the effect of your digital marketing strategy
- Prioritise and optimise marketing actions in an increasingly digital environment
- Develop digital assets, and plan for growth leveraging those assets

## Programme Journey

Emerge with new skills and behaviours by exploring the following key themes:

### Digital marketing foundations and risks

- Digital marketing: core principles and latest thinking
- The digital transformation of marketing
- Analytics-based thinking
- Digital data, privacy, ethics and security

### Analytics for understanding customers

- Data sources, collection and quality
- Advances in data-driven customer insights
- Applications to customer-related decisions

### Analytics for reaching, influencing and engaging customers

- First versus third-party data
- Advances in data-driven advertising
- Media and programmatic advertising
- Social media marketing

### Causality and experimentation

- Misinterpretations of digital data and applying experimentation
- The future of digital marketing and analytics

## Learning Methods

Interactive sessions, facilitated by global marketing experts, addressing the programme's key themes

- Industry guest speakers and case studies, providing real examples that translate theory into practice
- Daily workshops, enabling knowledge sharing and opportunities to apply analytic principles

## Programme Directors



### Professor Ujwal Kayande

Professor of Marketing  
Director of the Centre for Business Analytics  
Melbourne Business School, University of Melbourne

Ujwal has extensive experience in helping managers and organisations develop data and digital capability, and realise value with the application of cutting edge business analytics tools. He is a globally renowned marketing scholar and educator, particularly in the area of customer analytics.



### Professor Andrew Stephen

L'Oréal Professor of Marketing & Associate Dean of Research  
Director, Oxford Future of Marketing Initiative  
Saïd Business School, University of Oxford

Andrew is one of the world's leading marketing professors and an expert on digital marketing, particularly social media and digital transformation, with extensive experience in helping organisations identify how to build strategic marketing value through new digital channels.

## CAMPUS LOCATIONS:

### HEAD OFFICE

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