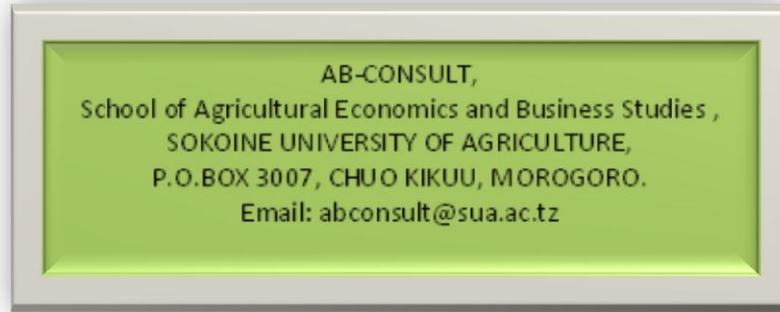


Marketing Analytics: Marketing Measurement Strategy

Location: SAEBS Conference Room, SUA, Morogoro



COURSE OVERVIEW

Both large and small organizations need information about consumer behaviour. Information enables to make better decisions and enables to achieve marketing objectives.

COURSE CONTENT

- ✚ The marketing process
- ✚ The metrics for measuring brand
- ✚ Advertising response model
- ✚ Customer life time value and Customer Value assessment
- ✚ Analyzing consumer preferences
- ✚ Handling text data

A short course on

Marketing Analytics: Marketing Measurement Strategy

Fee: TZS 600,000/=

Planned Dates: 01st -03rd Sept, 2021

Deadline is 24th August,2021

**Mode of Payment: Payment should be deposited into Bank Account:
Bank: CRDB
Account Name: AB-CONSULT
Account Number: 0150358085700**

Who should attend?

The programme is designed to benefit Marketing managers/team, Operations Managers, Managers, Business Owners and all people interested to understand marketing analytics.

LEARNING OBJECTIVES

Understand the Marketing process and apply marketing process
Addressing marketing challenges
Understand the metrics for measuring brand
Apply advertising model in marketing
Use text data in predicting the sales

Contact for details:

**Mr. Lubango Mayenga,
Mobile: +255 785 670078**

Contact for details:

**Dr. Silver Hokororo
Mobile +255 754 957 355**

For registration;

**Pay fees before the deadline
Confirm by sending email to:
abconsult@sua.ac.tz**