

Computer Society of India

National Workshop on

Market Intelligence and Digital Marketing

Date: 29th April 2017 From 10.00 am to 6.00 pm at Le Meridien, Kochi, Kerala

Introduction

Computer Society of India organizes National workshop on **Market Intelligence and Digital Marketing** at Le Meridien, Kochi, Kerala on Saturday, April 29th, 2017.

Every organization is constantly striving to find highly effective ways to reach its target customers. In order to meet this objective, marketers need to specifically target the right customer segments with the right messages, and **avoid wastage** of their marketing expenses. With **mass targeting** requirements, traditional marketing methods are no more effective for today's marketers. Marketers are now empowered by highly analytical and **outcome oriented marketing** tools offered by various digital channels. Using these tools, they can analyse customer behavioural patterns and segment using micro location, social status, behavioural, demographical and many other parameters. Marketers can also design highly intelligent targeted campaigns and can **ensure absolute measurability** of their marketing objectives. Social media platforms and market intelligence tools that integrate with these platforms easily enable marketers to do all these. Hence, modern era marketing becomes a **technology job** and it is all about making the best use of these methods.

A critical understanding of this technology can enable a marketer to enhance marketing effectiveness and mitigate inefficiencies in reaching the target customers. Data becomes the main fuel in enabling the entire system here, and **data driven marketing** is an important capability that every organization has to develop. The question of identifying this data in your organization, aggregating that data from the right kind of systems, and analyzing the same to **derive actionable intelligence** is still a challenge for many organizations. Only when this objective is met, marketers can use this intelligence to make the right kind of digital marketing programs leveraging the right platforms.

This one day national workshop aims to provide an in-depth overview of these aspects and bring analytics as the engine for digital marketing.

Training materials shared by the faculty will be given to each participant. Certificates will be provided to the participants on the successful completion of the workshop.

Pre-requisites

Basic Knowledge in Web technologies. A quick recap is included in the introductory sessions.

Pedagogy:

Will consist of theoretical sessions to enable participants to understand the conceptual base and hands on exercises to reinforce the learning.

Topics Covered in this one-day workshop are

1. Segmentation and Targeting
2. Targeted Advertising
3. Customer Lifetime Value
4. Data mining for market intelligence
5. Web mining
6. Hands on problem solving in marketing using R Language

Faculty Profiles

Dr. Saji K. Mathew

Dr. Saji is currently an Associate Professor at the Department of Management Studies, Indian Institute of Technology Madras. His doctoral research and subsequent academic work focused on the role of Information Technology in Business and Management. As a Fulbright Scholar, he did his post-doctoral research on risk mitigation in offshore IT outsourcing at the Goizueta Business School of Emory University, Atlanta (USA). His present research interests cover strategies in

offshore IT outsourcing, issues in IT infrastructure management services, information privacy and data mining. His articles have been published in reputed international journals. He has about 10 years of work experience in the area of industrial automation in the Indian industry covering private and public sector companies. He has also provided industrial training and consulting for companies such as Exxon Mobile, Genpact, HP Globalsoft, Oracle India, Primus Retail, L&T and Hindustan Aeronautics Limited in addition to sponsored research projects for Nissan, Hand in Hand, Infosys, DSIR and DFID. He teaches courses such as Management Information Systems, Data Warehousing and Data Mining, IT Services & Outsourcing, Information Systems Development and Research in IT and Organizations. He is a founding member and the current Treasurer of the Association of Information Systems (AIS), India Chapter.

Mr. Mahesh Balan Umaithanu

Mahesh is a research scholar at the Department of Management Studies, Indian Institute of Technology Madras, India. Mahesh's doctoral thesis focuses on Personalization and Consumer Behaviour in E-commerce. His work primarily deals with studying consumer behaviour in different e-commerce environments with different levels of personalization and content relevance by integrating relevant literature from Information Systems, Personalization, Marketing and Cognitive Science. Mahesh's other areas of interest include data analysis, experimentation, text-mining, sentiment analysis, social-media mining and in applying computer science algorithms like deep learning, machine learning to solve management problems.

Date & Time

Saturday 29th April 2017 10:00 AM to 6:00 PM

Venue

Nayanar Hall, Le Meridien, Kochi, Kerala. Geolocation: 9°56'02.4"N 76°18'59.2"E

Registration Fees:

General Public: Rs.3000 + 15% Service Tax = Rs.3450/- Per Participant

CSI/IEEE Members: Rs.2500 + 15% Service Tax = Rs.2875/- Per Participant

Students: Rs.2000 + 15% Service Tax = Rs.2300/- Per Participant

Discount: 10% discount available for organizations deputing 2 or more and 20% discount for organizations deputing 5 or more participants.

All Payments may please be made by DD/Cheque in favour of "**CSI Trivandrum Chapter**" Payable at Trivandrum or through the site register.csitvm.org or through Net Banking. CSI Account details are provided below.

Account Name: CSI Trivandrum Chapter

Account Number: **33853741841**

Bank: State Bank of India

Branch: MIDC Andheri (East), Mumbai

Branch Code: 07074

Type of Account: Savings Bank

IFSC Code: **SBIN0007074**

Morning and Evening High Tea and Buffet Lunch included in the fees.

Contact Address:

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Participation only through advance registration, (Batch size: 50 participants only)