

NOVA

IMS

Information
Management
School

DATA with PUR POSE

www.novaims.unl.pt



POSTGRADUATE PROGRAMS AND MASTER DEGREE PROGRAMS

DATA-DRIVEN MARKETING AREA

UNIVERSIDADE NOVA DE LISBOA



Executive Postgraduate Program

Marketing Analytics

The increasing digitalization of marketing and the growing need for a data-driven approach to decision-making make it essential to equip professionals in the field of Analytical Marketing. The Executive Postgraduate Program in Marketing Analytics is designed to prepare professionals to lead data-driven marketing strategies, leveraging emerging technologies, artificial intelligence, and neuro-marketing to gain competitive advantages.

This executive program is aligned with current trends in digital marketing, customer insights, marketing automation, and machine learning, providing training that combines a strong practical component – with real case studies and applied projects – along with a solid theoretical foundation. The connection to the NOVA Marketing Analytics Lab ensures a dynamic learning environment, enabling the application of analytical strategies to real business challenges.

Goals

The course aims to train specialists who are able to:

- Identify, collect, and visualize relevant marketing data;
- Apply advanced data analysis techniques to identify patterns and trends in consumer behavior;
- Develop data-driven and measurable omnichannel marketing strategies;
- Integrate artificial intelligence and machine learning into the optimization of marketing campaigns;
- Create and manage brand metrics, assessing impact and return on investment (ROI);
- Implement growth marketing strategies and automate digital marketing processes;
- Develop skills in neuromarketing to better understand consumer motivations and decision-making;
- Design and execute social media analytics and advanced digital marketing strategies.

Study Plan

The curriculum of this course consists of 8 course units, totaling 30 ECTS:

- Brand Metrics and Marketing Analytics;
- Consumer Insights and Neuromarketing for Innovation;
- Data-driven based on Advanced Marketing Analytics;
- Digital Marketing and Social Media Analytics;
- Emerging Technologies and Artificial Intelligence
- Leadership, Change and Impact;
- New Horizons;
- Strategic Growth in Marketing.

Program Coordinators

Diego Costa Pinto
Paulo Rita

Program Length

One semester, totaling 30 ECTS.

