

Three months Certificate Program in Mobile Analytics and Measurement

SOM&LS is launching a three-month certificate program in Mobile Analytics and Measurement in the month of November 2023. The certification with its comprehensive curriculum will be offered as a combination of both conceptual and practical knowledge of Mobile Marketing. We believe that this program will make a significant contribution to the field of Digital Marketing and meet the growing demand for skilled marketing professionals. The participants will acquire the required skills to make a successful career in this area.

Delivery and modus operandi:

- The program will be for 30 hours. NCU student participants will earn 2 credits.
- There will be 4 modules. The course will be delivered through a flipped classroom approach as well as blended learning approach.
- The sessions will be conducted across the three months by senior industry expert and in-house faculty members in hybrid mode as the participants are geographically dispersed. These will be conducted on working Saturday (1st and 3rd) of every month.
- The participants will be given weekly assignments and rigorous continuous evaluation will be a part of the program.
- Minimum 80% attendance is required for the eligibility of earning the Certificate.
- A practical project is included in the certification program.
- The sessions would take place in hybrid mode following L-T-P as 1-0-1. There will be 20 hours contact classes and 10 hours sessions would be practical.
- Certificate will be awarded basis the attendance as well as the project submission.

Target Audience:

Any student or professional who is interested to upskill themselves and get a Certificate for career and knowledge enhancement in the area of Mobile Marketing Analytics.

Program Fees:

The fees is Rs. 2500/- per participant (External Participation)

Certificate Program Dates:

22 November 2023 to 22 February, 2024

Program Schedule:

Date	Time	Topics	Resource Person
22.11.2023	0900– 1400hrs	Introduction to Mobile Marketing	Mr. Sachin Sehgal
02.12.2023	0930– 1300hrs	Mobile User Behavior and Trends, Responsive Design and Optimization	Dr. Kanchan Yadav
06.01.2024	0930– 1300hrs	Mobile Advertising Strategies and Best Practices	Dr. Chand Prakash Saini
20.01.2024	0930– 1300hrs	Mobile Analytics and Measurement, Campaign Tracking and Performance Metrics	Dr. Kanchan Yadav
3.02.2024	0930– 1300hrs	Mobile Optimization Techniques, Mobile Messaging and SMS Marketing	Dr. Chand Prakash Saini
22.02.2024	10 hours	PROJECT WORK	-

Note: The participant will submit the soft copy of the project file or before 22th February 2024.

Course Outline

Course Outcomes (COs)	
Possible usefulness of this course after its completion i.e., how this course will be practically useful to students once it is completed. Upon completion of this course, the students will be able to:	
CO 1	To effectively Collect and analyze mobile analytics data
CO 2	To identify and report on key mobile analytics metrics
CO 3	To Understand user behavior and motivations of Mobile activities
CO 4	To Use mobile analytics data to improve the user experience
Unit Number 1 - What is mobile marketing, Benefits of mobile marketing, Mobile marketing channels, Mobile marketing strategies	
Unit Number 2 - Mobile user demographics, Mobile device usage patterns, Mobile app usage patterns, Mobile user preferences	
Unit Number 3 - Responsive design, Mobile SEO, App store optimization, Mobile landing pages, Mobile ad creative	
Unit Number 4 - Mobile analytics tools, Mobile marketing KPIs, Campaign tracking, Performance reporting	

The Practical / Experiential learning Component is described as below: -

Sr. No.	Title of the Experiment/Case Study/Article	Submission/Assessment	Unit covered	Number of Practical's required (1 hrs)
1.	App store optimization	Hands-on	3	2
2.	Mobile analytics tools, Mobile marketing KPIs,	Hands-on	4	2
3.	Campaign tracking	Hands-on	4	2
4.	Project Work	Project Report	2	10

Profile of Resource Persons



Dr. Chand Prakash is Faculty in Marketing, Digital Marketing, Retail Management and Consumer Behavior. Dr. Saini holds more than 14 years of experience in teaching, research and academia. He holds a doctorate in Management on the topic; issues and challenges involved in E-tailing and its influence on buying Behavior; He holds a Masters degree in Management and

Commerce and has qualified UGC NET in both disciplines and the Junior Research Fellowship in Management award. Dr. Saini has authored and co-authored more than 30 research papers, including ABDC, UGC care, Scopus, and Web of Science listed journals and has presented his research at more than 50 conferences of national and international reputation, including IITs and IIMs and has been awarded best research paper awards. He, with his name, has five cases published at Case Centre UK. Dr. Saini has guided four research scholars to complete their research journey in their doctoral program. Dr. Saini has been the editor of the book published by CRC Press and successfully edited a special issue on ;Integration of analytics, optimization, and marketing for the growth of businesses in emerging economies for Transnational Marketing Journal, published by Transnational Press London, indexed in Scopus. He has attended and conducted various seminars, workshops and Development programmes in his field. He has chaired technical sessions in the International conferences of his domain and is a reviewer to journals under Inderscience and IGI Global. Dr. has been invited to various places for expert lectures in research and in his domain.



Dr. Kanchan Yadav is currently working as an assistant professor, Marketing at the School of Management and Liberal Studies, The North cap University, Gurugram, India. She completed her PhD in Management. Her teaching interest include marketing and entrepreneurship etc. Dr. Yadav is actively involved in research along with teaching. She has received best paper award in the international conference. Her research contribution has been published by international refereed journals of repute such as Pacific Business Review International, Academy of Marketing Studies Journal, International Journal of Environment, Workplace and Employment, and indexed in reputed databases like Scopus, ABDC and Web of science.



Mr. Sachin Sehgal is Digital Marketing Expert and Trainer, having 14+ years of experience. My career is marked by a unique blend of Telecommunications, Project Management, Digital Marketing, and Teaching. For the past seven years, he has had the privilege of sharing his knowledge and skills with a diverse audience of over 15,000 students and professionals. His goal has always been to teach the students the latest digital marketing tools and help them achieve outstanding results for their businesses. His passion for nurturing talent drives him to continue this journey. In addition to his role as an educator, he has also made substantial contributions to the digital marketing landscape. He has provided strategic consultation to more than 50 global clients in the last 7-8 years, playing a pivotal role in helping them execute highly effective marketing campaigns. His expertise shines particularly in the management of high-budget campaigns across various platforms, including Facebook Ads, LinkedIn Ads, and Google

Ads. He takes pride in his ability to not only manage these campaigns but to optimize them for maximum ROI.

Payment details-

Account Name – **The NorthCap University**

Account no. – **90481010005013**

Bank Name – **Canara Bank**

IFS code – **CNRB0000350**

Branch – **Green Park Ext., New Delhi**

SCAN TO REGISTER



Organizing Team:



Dr. Sona Vikas
HOD – SOM & LS
Program Chairperson



Dr. Chand Prakash
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Dr. Kanchan Yadav
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