

22<sup>nd</sup> Sept 2022  
8.30am - 5.30pm

Eastin Hotel  
Pusat Dagang, 13, Jalan 16/11, Seksyen 16,  
46350 Petaling Jaya, Selangor Darul Ehsan

# Data Science in Advertising & Marketing 101

BY DR MARK CHIA POH CHUAN



APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001188574

# Data Science in Advertising & Marketing 101

BY DR MARK CHIA POH CHUAN

## Course Overview

We live in a world where huge amounts of data is constantly being generated. Organisations need to embrace the data tsunami or risk being made irrelevant. With the advent of IR4.0, organisations need to leverage their data to drive business value and organisational effectiveness.

Due to advances in technology, the use of data science is making this possible. This involves using machines to automate tasks and emulate human behaviour in order to drive insights and solve problems.

## Methodology

This course will utilise a combination of instructor-led presentations, case studies and quizzes to help participants enhance their understanding of the concepts in data science.

## Learning Outcome

Upon completion of the course, the participants would be able to:

1. Understand the fundamentals of data science
2. Know the importance of data in deriving useful insights
3. Know why data is important for decision making
4. Use Excel as a tool for analytics

## Target Audience

This programme is designed for advertising and marketing professionals to gain the fundamentals of data science, how data science can be a powerful tool in analytics and decision-making. No data science experience required.

Recommended for people seeking to learn the fundamentals of data science in advertising and marketing

- Brand Marketing & Communication Executives
- Planning & Research Executives
- Account/Client Management Executives in advertising agencies
- Planners & Buyers in digital and media agencies

A composite background image featuring a microscope on the left and a glowing DNA double helix structure on the right, set against a dark blue background with a network of red lines.

# ABOUT THE TRAINER



BY DR MARK CHIA  
POH CHUAN

Mark is the founder of Mobius Group where he is responsible for the vision and strategic direction of the company. He is a thought leader and trainer in data science who is passionate about the data science ecosystem. He is a firm believer in talent development and sits on the advisory boards of various universities. He is also a member of advisory panels in various organisations.

Before launching Mobius, Mark was the Director of Group Data at Astro. He was responsible for the integration, utilisation and monetisation of data across the Astro Group. He brought together the disciplines of data management, visualisation and advanced analytics to generate value for Astro. Prior to Astro, Mark was the Advanced Analytics Lead at SAS, a global leader in analytics. He also helmed the SAS graduate and internship programmes. He has worked in data science and IT for over 15 years with various companies abroad.

# COURSE OUTLINE

8:30am Registration

9:00am Welcome & Introduction

9:30am **Data Science Basics**

- Big Data
- Terminology
- Common Misconceptions
- Business Value
- Advertising & Marketing Use Cases

10:30am **Coffee Break**

10:45am **Advertising & Marketing Basics**

- Overview
- Terminology
- Industry challenges
- Understand digital strategy ecosystem
- Common tools available – eg: Excel

12:00pm **Lunch & Networking**

1:00pm **Analytics Processes**

- Overview
- Data Preparation
- Visualisation & Reporting

2:30pm **Coffee Break**

2:45pm **Case Study**

4:30pm **Presentation – Case Study**

5.00pm **Q&A & Discussion**

5.30pm **Wrap Up**



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## REGISTRATION FORM

APPROVED HRD CORP TRAINING PROGRAM NO 10001188574

### DATE

22<sup>nd</sup> Sept 2022

### TIME

8.30 - 5.30 PM

### VENUE

Eastin Hotel

Pusat Dagang, 13, Jalan 16/11, Seksyen 16, 46350 Petaling Jaya, Selangor Darul Ehsan

### ADMISSION FEE

RM1,650.00 + 6% SST per pax



### CHEQUE MADE PAYABLE TO:

**SLEDGEHAMMER COMMUNICATIONS (M) SDN BHD** 289967-W

22B, Jalan Tun Mohd Fuad 1, Taman Tun Dr. Ismail, 60000 Kuala Lumpur, Malaysia

Bank Transfer to RHB Bank Berhad

2-14389-000-10505

Swift Code: RHBBMYKL

### FOR ENQUIRIES:

### CONTACT

**Ruby**

**+603-7726 2588**

**ruby@adoimagazine.com**

### CONTACT INFORMATION

NAME \_\_\_\_\_ DESIGNATION \_\_\_\_\_

ORGANISATION \_\_\_\_\_

CONTACT NUMBER \_\_\_\_\_ EMAIL \_\_\_\_\_

POSTAL ADDRESS \_\_\_\_\_

### PARTICIPANT/S DETAILS

NAME \_\_\_\_\_ NRIC NUMBER \_\_\_\_\_

DESIGNATION \_\_\_\_\_ EMAIL \_\_\_\_\_

CONTACT NUMBER \_\_\_\_\_

NAME \_\_\_\_\_ NRIC NUMBER \_\_\_\_\_

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DESIGNATION \_\_\_\_\_ EMAIL \_\_\_\_\_

CONTACT NUMBER \_\_\_\_\_

#### Registration & Payment for Non HRD Corp Employer

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

#### Registration & Payment for HRD Corp Employer

- HRD Corp Employer is to apply HRDF training grant through e-Tris portal under SBL KHAS.
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.

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