BOOT CAMP

Welcome to the first European Social Media Analytics crash course!

Start building your career path as a social media analyst.

SOME BRIEF REMARKS ABOUT THE STATE OF SOCIAL MEDIA TODAY

Case in point, active social media use is now measured at above 3 billion users, which amounts to at least 40% of the global population! This, in turn, grants us unprecedented access into the minds of every individual using these channels: their likes, dislikes, interests, routines, etc. The inherent value in this information lies in that it essentially can be interpreted as the voice of the global crowd, and therefore, a proxy for understanding the voice of the market. Hence, the value for governments, institutions, and corporations that can be derived from social media is incalculable, and they are actively searching for people who can lead these efforts for them.

The demand for data scientists has been steadily increasing over the years. In the case of social media analysts as data scientists, there is a huge shortage of qualified data scientists in the field in both the United States and Europe, which means attractive compensation packages for those who are ready to step up to the plate.

With content designed by senior industry professionals, our course includes the necessary training, simulations, and case studies to best prepare you for the career of the future with a complete hands-on learning experience. The Social Media Analytics Boot Camp is the best place to continue developing your career!

CURRICULUM / SYLLABUS

ON-SITE:

Day 1: Big Picture Introduction to Social Media Analytics

Day 2: Text Analysis – Extracting meaning from content & Natural Language Processing

Day 3: Analytic building blocks, SMA Platforms/Content Providers, and research methodology

Day 4: Building data sets and queries, hands-on practice

Day 5: Social Media Platform Architecture (Half day) & Networking Event (Half day)

Day 6: Building reports, tools and best practice examples

ONLINE e-LEARNING MODULES:

01_ Social Media Analytics and trends

02_ Natural Language Processing and Machine Learning

03_Building Social Media Reports for business insights

ONLINE ONE-TO-ONE TUTORING SESSIONS

Suggested topics: Platform Demos / Practical Training / Case Studies / Workshops / Presentations as well as requests to discuss/clarify any particular topic of the tutor's expertise at the student's behest.

Dates and times subject to convenience of participants and instructors.

You can send us an e-mail requesting the Syllabus at bootcamp@ditag.eu

PRICING

FULL COURSE:

€4,900 (First, Second, and Third Elements)

'**HALF-COURSE**':

Either:

First Element, €2,400

or

Second and Third Elements, jointly: €2,500

WHAT YOU WILL GET BY THE END OF THIS COURSE?

You will learn about all the required elements necessary to perform successful, multi-industry Market Research via Social Media Analytics reports that capture all the nuances of the voice of the crowd to provide valuable recommendations and insights to decision-makers.

The course will teach you how to best search for data, how to filter it, learn about available tools and how to apply them for each different use case scenario, what type of analytics are currently possible, what methods are available for processing and storing data, understand features and pricing of available platforms and solutions providers for SMA in the market, what procurement process is needed to set up an internal SMA team for your organization, how to best present results and findings, recognize all necessary elements for a successful SMA report delivery, and many more…

COMPLETION CERTIFICATION

All participants who successfully complete the Social Media Analytics BootCamp will receive a completion certificate recognized by the European Union. This is also known as a "engedelyezett kepzes" in Hungarian.