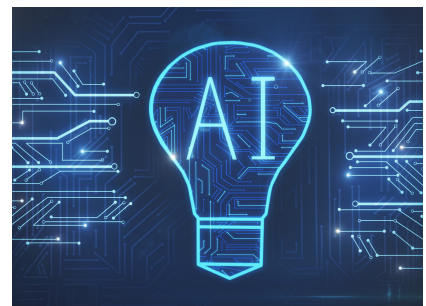
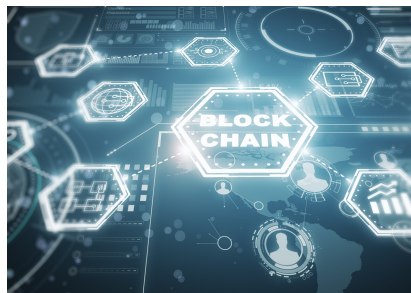


Award in Emerging Technologies for Business



Artificial Intelligence - Extended Reality (VR / AR / MR)
Internet of Things - 5G - Blockchain- Predictive Analytics

Influence the Future with Smart Business Skills

Based on the content taught at Imperial College London



Overview

As the Fourth Industrial Revolution changes the way we interact, work and live. The business world is evolving rapidly through the use of digital marketing, mobile and social media seeking new ways to reach target audiences on a global scale. Emerging Technologies like Artificial Intelligence (AI), Extended Reality (XR) including Virtual Reality (VR), Augmented Reality (AR) and Mixed Reality (MR), 5G, Blockchain and the Internet of Things (IoT) offer businesses the unique opportunity to differentiate in a highly competitive brand market by creating immersive personalised experiences for their customers that are data driven through smart analytics.

This course will give an overview of the current trends and technologies that are likely to affect the marketing world and delve into tools and techniques that can be used to utilise them within the core development of strategic marketing of the business using a hands-on approach.

Course Objectives

- Identify current trends in technology and assess the impact of new technologies in business.
- Analyse the use of tools and techniques for new technologies and their applications.
- Evaluate strategies that utilise new technologies.
- Understand the impact of immersive experiences on the customer journey.
- Assess opportunities for implementing emerging technologies to digital marketing strategies.
- Assess the use of emerging technologies in various industries on a global level.
- Develop a plan for implementation of new technologies in business environments.
- Assess the implications on privacy and security and the impact on society.

Learning Outcomes

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"The professionals that will lead the businesses of tomorrow, are not just skilled in Digital, they are Technology and Innovation focused!"

Dr. Marialena Zinopoulou, Lecturer in Emerging Technologies at Imperial College London

Delegate Profile

This course is open to anyone who is working or interested in working in a business environment that aims better understanding of how Emerging Technologies can impact and improve marketing efforts and strategies. The ideal delegate for this Diploma will have a passion for digital marketing and technology, inspired by the opportunities offered by the Fourth Industrial Revolution, with a creative and entrepreneurial flair. You do not need to have prior knowledge of digital, statistics, analytics or robotics or marketing, although all all beneficial and overviews are given to help with better understanding of the technologies and how they can be applied in business.

Course Structure

We offer this course as a five day intensive Award through blended learning. Below is the outline of the course structure and topics covered. The course will cover all areas of Emerging Technology in a hands on engaging and interactive way.

Monday	Tuesday	Wednesday	Thursday	Friday
Emerging Technology Landscape	Virtual Technologies (XR/ VR)	Mobile Technology, 5G	Artificial Intelligence (AI)	Implementing Emerging Technologies
Lunch Break				
Internet of Things & Smart Cities	Augmented Reality (AR/ MR) and Interactive Experiences	The Fintech Industry, Blockchain, Privacy and Security	Emerging Analytics and Automation	Implementing Emerging Technologies

Lecturers

The Award is led by Dr. Marialena Zinopoulou, a lecturer in Emerging Technologies, Marketing Analytics and Digital Marketing at Imperial College London, UCL and Regents University and heads up the DMA.

Alongside her, Marialena will have Dr. Andreas Martina who specialises in Virtual Reality applications and Dr. Stylianos Kampakis, an expert in Machine Learning and Blockchain Technologies.

Dates, Locations and Fees

The course is scheduled to run in July 2020 and November 2020 at Imperial College in London. Spaces are limited due to the hands on nature of the course. Delegates who do not secure a place on the July course can join the November 2020 group.

Intensive 5 Day Programme £2,950 (ex VAT)

Membership and course materials are included. Lunch is not included.

To apply follow the link below and complete the form or for more information email mz@dmaglobal.com:

<https://dmaglobal.com/education/emerging-technologies>

The Digital Marketing Association

This course is certified by the Digital Marketing Association. The DMA is a not-for-profit organisation offering membership and education programs in Digital Marketing and Emerging Technologies globally. We are an education partner with the University of California Irvine and our courses are offered through colleges and universities worldwide.