

Szczegółowe informacje o seminarium ¹		
Temat seminarium:	Effectiveness of the organization's market activities Measurement and evaluation	
Grupa Kierunków:	Stopień studiów:	Tryb studiów:
	II	stacjonarne
Nazwa Kierunku:	Business and Digital Analytics	
Specjalność:		
Promotor:	dr hab. Robert Kozielski, prof. UŁ	
Opis tematyki seminarium:		
<p>In today's dynamic business landscape, the adage "if you don't measure it, you don't manage it" resonates with heightened significance. With organizational lifespans averaging a mere 12 years and half of companies failing to endure beyond a decade, the imperative for effective measurement and management is undeniable. The rapid evolution of technology, propelled by the digital revolution, has ushered in a plethora of groundbreaking concepts and methodologies including Big Data, business automation, artificial intelligence, blockchain, and the metaverse. Consequently, escalating market uncertainty and the relentless pursuit of operational excellence have spurred the development of innovative methods and tools for measuring organizational market activities. This imperative transcends traditional business models, extending particularly to companies entrenched in the digital sphere or engaged in e-commerce.</p> <p>This seminar aims to equip participants with advanced knowledge and practical skills to construct robust systems for measuring and evaluating the market activities of organizations. Delivered by experts in the field, the seminar will delve into renowned models such as the customer path and sales funnel, as well as contemporary frameworks like RACE, performance management, and Real-Time Marketing (RTM). Through a blend of theoretical insights and practical applications, participants will have a unique opportunity to broaden their understanding, enhance their skills, and refine their competencies in measuring and optimizing business and market activities</p> <p><u>Key topics to be covered in the seminar include:</u></p> <ul style="list-style-type: none"> · Data driven business – market and business effectiveness and efficiency · Contemporary business challenges in measuring organization's market activities · Business Analytics – system and methods · Market and business metrics · Market due diligence · Online and offline metrics · Marketing, sales and market operations ROI · Social media, e-commerce and web effectiveness <p><u>Learning Objectives:</u></p> <ul style="list-style-type: none"> · Gain a comprehensive understanding of the evolving landscape of organizational market activities in the digital age. · Analyze and critique established models for measuring market activities, such as the customer path and sales funnel. · Explore contemporary frameworks and methodologies, including RACE, performance management, and Real- 		

¹ Promotor ma możliwość usunięcia pól / dodania własnych pól w szczegółowych informacjach o seminarium.

Time Marketing (RTM), in the context of organizational effectiveness.

- Develop proficiency in designing and implementing measurement systems tailored to different organizational contexts and objectives.
- Foster critical thinking skills to evaluate the relevance and effectiveness of measurement tools and techniques in addressing organizational challenges.
- Cultivate strategic insights into leveraging measurement and evaluation for enhancing organizational competitiveness and sustainability.

Wymagania/preferencje wstępne dla seminarium	Liczba miejsc:
	6-12