

# CIM – Mastering Metrics

The Mastering Metrics Short Certificate comprises three units: **Metrics and Analytics, Measuring Effectiveness and Analytics for Decision Making**, and a total of *eight learning outcomes*. For each learning outcome the students will have to complete a study session, and for each session they should allow one week of individual study.

- Session 5:** Presenting Information
- Session 6:** Using Data to Drive Activity
- Session 7:** Challenges & Trends
- Session 8:** Building an Information and Data Function

## Learning outcomes:

- Session 1:** Principles of Measurement
- Session 2:** What to Measure
- Session 3:** Measurement Techniques
- Session 4:** Sources of Data

All units can be studied anytime using our comprehensive, fully supported online Distance Learning mode of study.

Besides these approximate eight weeks of study the students have the following timetable that they should take in consideration.

## Face to face workshops

Courses	Dates		Centre
Mastering Metrics – Induction (Oana Sav)	21 March 2018	6pm to 8pm	IntegralEdu
Mastering Metrics (Joe Shami)	24 – 25 March 2018	9:30 am to 5pm	Radisson BLU
Mastering Metrics Workshop (Alina Stancu, Oana Sav)	28 April 2018	2 pm to 6 pm	IntegralEdu
Mastering Metrics Workshop (Alina Stancu, Oana Sav)	12 May 2018	9:30 am to 5pm	IntegralEdu

## Important Information

CIM Assessment Boards for the Modules and booking periods

	Module	Booking Window	Final Submission
July '18 Assessment Board	Mastering Metrics	March 12th - June 1st 2018	June 18th 2018

All modules can be studied anytime using our comprehensive, fully supported online Distance Learning mode of study.

## Gateway Programs

### Intensive Weekends

	Dates		Centre
Digital Gateway	16 February 2018	9:30 am to 5pm	Radisson BLU
Marketing Gateway	15/16 June 2018	9:30 am to 5pm	Radisson BLU