

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.

Blended Learning Training Days

Courses	Dates		Centre
Mastering Metrics – Induction	10 October 2019	6pm to 8pm	IntegralEdu
Mastering Metrics UK Training (UK Trainer)	12-13 October 2019	9:30 am to 5pm	Radisson BLU
Mastering Metrics Workshop	TBC		IntegralEdu

CIM Key Dates

	Module	Booking Window	Final Submission
April 2020 Assessment Board (TBC)	Mastering Metrics	4 November 2019 - 28 February 2020	24 March 2020

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Gateway Programs

Intensive Weekends

	Dates		Centre
Digital Gateway	18 October 2019	9:30 am to 5pm	Radisson BLU
Marketing Gateway	25-26 October 2019	9:30 am to 5pm	Radisson BLU

Deadline registration blended learning: 1 October 2019.