

DIGITAL MARKETING STRATEGY AND ANALYTICS WORKSHOP



**THURSDAY
DEC 5, 2019**

6:00 PM – 7:30 PM

**Raytheon Amphitheater
(Egan 240)**

Please RSVP by Dec. 1st



<https://tinyurl.com/GEBworkshop>

The Digital Marketing Strategy and Analytics workshop introduces key metrics to measure firm performance in online marketing and social media. There will also be a discussion on how to use such analytics to aid firm's design of digital marketing strategies. A brief case study is included to provide attendees hands-on experience. Students will gain a better understanding on how to apply digital marketing strategies to a career in engineering.

SPEAKER: Jane Gu

Professor Jane Gu obtained her Ph.D. degree from NYU's Stern School of Business and is now Associate Professor of Marketing at University of Connecticut. Professor Gu has taught digital marketing classes at the undergraduate, MBA, and executive levels at University of Connecticut.



QUESTIONS?

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VISIT US

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