MASTER LEVEL

DIGITAL MARKETING

FOR STUDENTS WHO WANT TO COMPLETE THIS EITHER IN PERSON OR VIA ZOOM (HYBRID MODE)

- 1 YEAR (36 CREDITS)
- 2 YEARS (48 CREDITS)
- 'PROFESSIONAL MASTER'S' LEVEL (30 CREDITS)

www.som.ait.ac.th/dm

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ABOUT THE PROGRAM

In today's rapidly evolving digital landscape, where technology shapes every aspect of business and communication, the need for expertise in digital marketing has grown exponentially. This is partly due to the surge in online commerce, social media, data analytics, and the integration of technology into marketing strategies. There is, therefore, an acute demand for professionals who possess a comprehensive understanding of digital marketing techniques. This program has been conceived to equip students with specializedised knowledge and skills required to navigate this dynamic field successfully.

The MSc Digital Marketing program is tailored to align with current industry trends, focusing on advanced digital marketing concepts, tools, and strategies that organisations need to effectively engage with their target audiences in the digital realm. There exists a gap between traditional marketing education and the evolving demands of digital marketing. Current program aims to bridge this gap by offering specialised courses that encompass search engine optimization (SEO), social media marketing (SEM), data analytics, content strategy, and more.

The digital age has opened up a plethora of career opportunities in marketing, from digital marketing managers to social media specialists and e-commerce analysts. The MSc Digital Marketing Program aims to prepare students for these roles by providing them with in-depth knowledge and practical skills.

Distinguished faculty members specialising in digital trends, emerging technologies, and data analytics will facilitate targeted modules related to these cutting-edge areas. Their guidance will empower students to remain abreast of the rapidly evolving digital marketing landscape, equipping them with the expertise required to navigate and leverage emerging technologies effectively.

For students choosing the research track, dedicated faculty supervisors will be assigned to offer personalised guidance. These supervisors will steer students' academic journey, assist in curating relevant courses, and provide unwavering academic support.

To augment the program's industry connectivity, collaborations with prominent industry associations, digital marketing conferences, and networks are established. These alliances furnish students with networking opportunities, in-depth industry insights, and the prospect of engaging with esteemed guest speakers who represent the forefront of the digital marketing landscape.

DIGITAL MARKETING PROGRAM IS POISED TO PROVIDE STUDENTS WITH A HOLISTIC EDUCATION THAT SEAMLESSLY INTEGRATES THEORETICAL RIGOR WITH REAL-WORLD ACUMEN, FOSTERING ADEPT PROFESSIONALS WHO ARE POISED TO EXCEL IN THE MULTIFACETED WORLD OF DIGITAL MARKETING.

STRUCTURE OF THE PROGRAM

This is a flexible program with an option for those who want to take daytime courses on main campus or for those working students who want to study at weekends (Friday afternoon-Sunday about once per month) and some evenings at the Bangkok city campus or via Zoom

Credit Requirement

- **One-year Master degree.** This program requires a minimum of 36 credits that is usually taken in one year.

- **Two-year M.Sc. degree.** This program requires a minimum of 48 credits. This is comprised of 36 credits of courses and an internship, exchange, minor, or research study choice in year two.

PROGRAM STRUCTURE - DIGITAL MARKETING					
Program	Schedule	Core Credits	Elective Credits	Research, Exchange, Minor or Internship	Total
Master in Digital Marketing	Usually 1 Year	30	6 (This includes the option of a research project)	-	36
M.Sc in Digital Marketing	2 Years	30	6	12 credits	48

MARKETING THEORY AND PRACTICE IN A DIGITAL WORLD

Details of the course:

This course offers a comprehensive introduction to essential marketing principles in the digital realm, focusing on market analysis, consumer behavior, and strategic frameworks. It explores key elements like product development, pricing strategies, and effective promotion, gaining a holistic understanding of the marketing landscape. Real-world case studies and practical exercises enable you to apply theoretical concepts, address marketing challenges, and create value for customers and organizations.

On completion of this course, you will be able to:

• Thoroughly understand the key marketing principles in the digital realm, including market analysis, consumer behaviour, and strategic frameworks
• Navigate key elements such as product development, pricing strategies, and promotion effectively, gaining a holistic perspective on the marketing landscape.
• Apply theoretical concepts, address marketing challenges, and create significant value for both customers and organizations.

Course outline:

• Marketing environments (types: macro and micro, scanning, and monitoring)
• Marketing & strategy (strategic layers, marketing plan, and forecasting)
• Marketing decisions (information collection, decision reasoning, and research effectivity)
• Consumer behavior (decision-making process, purchase decisions, role of social and psychological factors, and real market implications)
• Market segmentation (basis of segmentation, targeting approaches, positioning strategies, and brand equity)
• Products and pricing (product life cycle, pricing overview, break-even analysis, and pricing approaches)
• Distribution and promotion (channel types and selection, promotion avenues, budgeting, advertisement and publicity, digital advertising, and e-business applications)

Mode/dates of delivery: Hybrid/ August Term

THE BUSINESS OF FRONTIER TECHNOLOGY

Details of the course:

AI is in the process of transforming business thinking and performance beyond the natural ability of humans. Information technology has moved beyond process automation towards developing human-like insights and value creation. Emphasis will be given to fundamentals and business contextualisation rather than specific software tools or programming environments.

On completion this course, you will be able to:

• Explain Artificial Intelligence (AI) and its impact on business
• Classify and differentiate the work and impact of various subfields of AI including Machine Learning, Deep Learning and Natural Language Processing
• Provide a practical grounding in artificial intelligence (AI) and its application in business particularly that part of computer science involved in creating computer systems that perform tasks that require human intelligence
• Develop the ability to apply scientific methods and models of machine learning to their own business contexts
• A basic understanding of the key principles, techniques and applications of Artificial Intelligence such as Machine Learning, Deep Learning and Natural Language Processing Critically examine issues that include knowledge representation, logic, problem solving, perception and robotics.

Course outline:

Introduction to Artificial Intelligence; Cognitive Science and AI; Emergent Intelligence; Neural Networks and Deep Learning; Machine Learning in Business; Natural Language Processing in Business; Robotics in Business; Artificial Intelligence in Business and Society; The Future of Artificial Intelligence.

Dates of delivery: August-September

DIGITAL MARKETING METRICS

Details of the Course:

This course offers a complete understanding of the diverse digital metrics for evaluating and optimizing marketing performance. With a thorough study of ratios, i.e., engagement ratios, click-through rates, conversion ratios, customer lifetime value, and more, you will gain insights into the world of digital measurement. The course offers the application of various analytical tools and platforms, emphasizing their strategic use to enhance marketing outcomes. You will also scrutinize the interplay between digital metrics, marketing actions, and brand/firm performance, enhancing your ability to communicate and apply metrics effectively.

On completion of this course, you will be able to:

- Effectively utilize a diverse range of digital metrics to assess and optimize the marketing performance of the businesses
- Apply insights gained from engagement ratios, click-through rates, conversion ratios, and customer lifetime value to inform strategic marketing decisions
- Implement various analytical tools and platforms strategically, aligning them with organizational goals to enhance marketing outcomes
- Navigate the interplay between digital metrics, practical marketing actions, and brand/firm performance to drive tangible results.

Course Outline:

- Introduction and key analytical tools (explore digital marketing metrics and their significance, evaluate performance, analyse key tools like Google Analytics; insights from "marketing metrics" guide)
- Engagement, and other ratios (examine engagement ratios, click-through rates, and conversion metrics. Evaluate customer lifetime value's role; insights from "metrics" guide)
- Marketing challenges within organizations and metrics selection (identify challenges, link metrics to brand/firm performance, select metrics. Integrate insights from "metrics: how to improve key business results)
- Metrics, analytics, and marketing strategies (understand the connection between metrics, analytics, and marketing strategies. Analyse digital metrics' role in marketing decisions, considering pii legality)
- Effective communication of metrics and crafting impactful narratives (develop communication skills for diverse audiences, tailoring approaches. Craft impactful narratives around metric findings for effective reporting)
- Generating insights and synthesizing data (extract suggestions, and formulate strategic recommendations from digital metrics. Synthesize data, and insights for decision-making, and build comprehensive reports
- Extracting metrics from Google Analytics and other APIs (utilize Google Analytics, APIs for data collection, and analysis. Explore advanced Google Analytics features; Analyze data with SemRush, GTMatrix, Ahrefs)

Mode/dates of delivery: Hybrid/ October Term

DIGITAL MARKETING ANLYTICS

Details of the course:

This course is designed to equip you with a comprehensive understanding of modern marketing practices through the lens of analytics. It focuses on the evolving landscape of marketing strategies, emphasizing data-driven decision-making in the dynamic digital age. By combining theoretical foundations with practical applications, you will delve into advanced analytical tools and methods that empower them to optimize marketing strategies and enhance customer experiences.

On completion of this course, you will be able to:

- Analyse customer decision journeys in the digital era.
- Construct customer profiles for targeted marketing strategies.
- Segment markets using diverse methodologies.
- Translate customer perceptions into positioning choices.
- Apply predictive analytics to assess marketing viability.
- Predict marketing impact using multi-level models.
- Interpret and analyze digital channel data.
- Define and assess key performance indicators.

Course outline:

- Introduction to marketing analytics (role of marketing analytics, navigating customer decision journeys, contrasting traditional and digital marketing channels for effectiveness)
- Digital data collection and metrics (sources of digital data and corresponding metrics, understanding key performance indicators (KPIs) in digital analytics, mastering web data collection, analysis, and visualization techniques)
- Customer profiling and targeted marketing (customer journey mapping, sentiment analysis, customer experience design, leveraging predictive analytics, online field experiments)
- Digital marketing analytics planning (marketing analytics plans for digital campaigns, utilizing specialized tools for data collection and evaluation, monitoring and evaluating marketing campaign outcomes)
- Analytics in customer decision journeys (customer decision journeys, analytics to understand and optimize customer paths)
- Advanced marketing models and strategic positioning (multi-level models in marketing analytics, advanced techniques for market segmentation, target selection, and leveraging insights, strategies for translating customer perceptions into effective positioning choices, analyzing market structures for insights into competitive landscapes)
- Digital analytics tools (use of Google Analytics, Semrush, GT matrix, Ahrefs, Vidiq, Tubebuddy,Tweetbinder, Hootsuite, Sproutsocial)

Mode/dates of delivery: Hybrid/ January Term

DIGITAL ADVERTISING

Details of the Course:

This course delves deep into the intricacies of creating, managing, and optimizing digital advertising campaigns for maximum impact. You'll explore the theoretical foundations of advertising, analyze real-world campaigns, and develop strategies that encompass target audience identification, clear campaign objectives, and key performance indicators. Additionally, aspects such as budgeting, resource allocation, and campaign monitoring are covered. The course also focuses on internet advertising, emerging trends, and cross-channel integration, ensuring you are well-prepared to navigate the complexities of the digital advertising landscape.

On completion of this course, you will be proficient in:

- Understanding digital advertising in the context of digital marketing, encompassing theoretical foundations and practical applications in integrated marketing communications.
- Critically analysing advertising campaigns, identifying success factors, and evaluating communication effectiveness.
- Proficiently developing advertising strategies, including audience identification, objectives, and key performance indicators
- Integrating advertising with marketing activities, emphasizing the importance of public relations and sales promotions for cohesive communication.
- Acquiring practical skills in implementing campaigns, covering budgeting, resource allocation, and performance monitoring.
- Mastering internet advertising, demonstrating proficiency in understanding digital platforms and devising effective online strategies.
- Adapting campaigns to emerging digital trends, considering evolving technology and changing consumer behavior

Course Outline:

- Foundations of digital advertising (intro to digital advertising, role in digital marketing, theories, persuasive communication, case studies)
- Advertising strategy and planning (developing strategy, identifying audiences, setting objectives, integrating with marketing, crafting communication plan)
- Campaign implementation and optimization (practical considerations, budgeting, monitoring and optimizing, internet advertising, exploring platforms)
- Integrated advertising approaches (achieving cohesion, case studies, cross-channel plans, pr's role, leveraging pr strategies)
- Content marketing and sales promotions (sales promotions, designing strategies, measuring impact, content marketing, creating engaging content)
- Social media and mobile advertising (mobile strategies, responsive ad design, targeting and location-based advertising, advertising on social media, leveraging trends, mobile optimization)
- Special topics in digital advertising (native advertising, interactive techniques, crisis management, cross-cultural advertising, avoiding cultural missteps)

Mode/dates of delivery: Hybrid/ January Term

DIGITAL ADVERTISING

Details of the Course:

This course explores the dynamic relationship between Social Media Marketing and AI, covering strategy, content creation, advertising, influencer marketing, analytics, and crisis management. Delve into AI-driven analytics, personalized content, chatbots, targeted ads, and predictive analytics. Learn to leverage AI for enhanced Customer Relationship Management (CRM) and ethical practices, equipping you to excel in the evolving digital landscape.

On completion of this course, you will be able to:

- Master the synergy between Social Media Marketing and AI.
- Develop strategies for effective content creation and advertising on major platforms.
- Navigate influencer marketing, analytics, and crisis management.
- Understand the transformative impact of AI on analytics, personalized content, and targeted advertising.
- Enhance Customer Relationship Management (CRM) through AI-driven approaches.
- ·Embrace ethical practices in leveraging AI for social media marketing

Course Outline:

- Introduction to social media marketing
- Developing a social media strategy
- Content creation and planning
- Social media advertising – Facebook, Instagram, LinkedIn, influencer marketing
- Social media analytics, social media campaign management
- Social commerce and e-commerce integration, social media, and customer relationship management, international and global social media strategies
- Emerging trends and technologies (e.g., TikTok, clubhouse, VR, AR)
- Social media crisis management, online word-of-mouth marketing
- AI in social media marketing, AI for targeted advertising, and AI and predictive analytics

Mode/dates of delivery: Hybrid/ March Term

MASTERING SEO & SEM

Details of the Course:

This course delves into Search Engine Optimization (SEO) and Search Engine Marketing (SEM), covering the role of search engines in digital marketing, search engine history, core SEO principles, crawling, indexing, ranking, and keyword research. It encompasses on-page and off-page SEO, technical SEO, and local strategies. SEM is a key focus, including campaign setup, ad copywriting, and optimization for conversions. The course emphasizes the integration of SEO and SEM for maximum impact, drawing insights from successful case studies. You'll also develop content strategies aligned with SEO, measure content performance, and gain hands-on experience.

On completion of this course, you will be able to:

- Understand search engines in digital marketing and the differences between SEO and SEM
- Master keyword research, including targeting keywords
- Apply on-page and off-page SEO techniques, technical SEO, mobile optimization, and local SEO strategies
- Use SEO tools effectively for optimizing content
- Measure SEO performance and principles
- Optimize web content and build backlinks
- Integrate SEO and SEM strategies for maximum impact
- Analyse and adapt SEO strategies for the digital economy

Course Outline:

- Foundations (role of search engines in digital marketing, differentiating SEO and SEO, key concepts in search marketing
- SEO essentials (how search engines work, keyword research, on-page and off-page seo techniques, whitehat vs. Blackhat seo, local seo strategies, seo tools)
- Content optimization (crafting SEO-friendly content, optimization strategies, measuring content performance,
- SEO principles and strategies (core principles of seo, aligning seo with marketing goals, in-depth keyword targeting, on-page and off-page optimization)
- Backlinking and technical seo (importance of backlinks, techniques and best practices, technical considerations, mobile optimization)
- Sem and paid advertising (understanding paid advertising, overview of sem platforms, campaign setup, ad group creation, budgeting, and bidding strategies)
- SEO optimization and integration (split testing and conversion tracking, maximizing ROI in paid search, integrating seo and sem for impact
- Adapting to digital economy (crafting content strategy, identifying opportunities, adapting SEO strategies, preparing for future challenges)

Mode/dates of delivery: Hybrid/ March Term

CONSUMER EXPERIENCE DESIGN

Details of Course:

This course aims to immerse you in the multifaceted world of user experience design, identifying the intricate relationship between objects and their contextual surroundings. It delves into the art and science of identifying human behaviours and needs and explores that how these converge to form impactful user experiences. As digital transformation continues to reshape this world, an understanding of effective user experience design becomes imperative for you to thrive in competitive markets.

On completion of this course, you will be able to:

- Examine the theoretical and practical value of information architecture, prototyping, and usability testing in user experience design
- Analyse the role of technology and design in creating meaningful digital offerings and experiences for specific target groups
- Create prototypes and wireframes to communicate the information architecture, interaction, and interface of digital offerings
- Formulate and conduct design experiments and usability tests for prototypes of digital offerings
- Prepare comprehensive design documentation that captures and organizes the user experience design process and outcomes

Course Outline:

- Significance of UX in Business Differentiation and Experiential Value
- Revisiting UX Research Techniques, Data Analysis
- Adapting UX for Mobile, Tablets
- Ideation, Evaluation, Prioritization, Information Architecture, Interaction Design
- Interface Design, Prototyping, Usability Testing, Feedback Iteration, Communicating, Presenting Designs
- Trends in UX Design, Staying Relevant
- UX Metrics, Analytics, Cross-Functional Collaboration
- Designing for Accessibility, Inclusivity
- UX Portfolio Development
- Hyper-Personalization

Mode/dates of delivery: Hybrid/ June Term

RESPONSIBLE AND SUSTAINABLE MANAGEMENT DECISION-MAKING

Details of Course:

The objective of this course is to highlight irresponsible decision-making and further to illustrate what responsible management is and the decision-making and individual skills required.
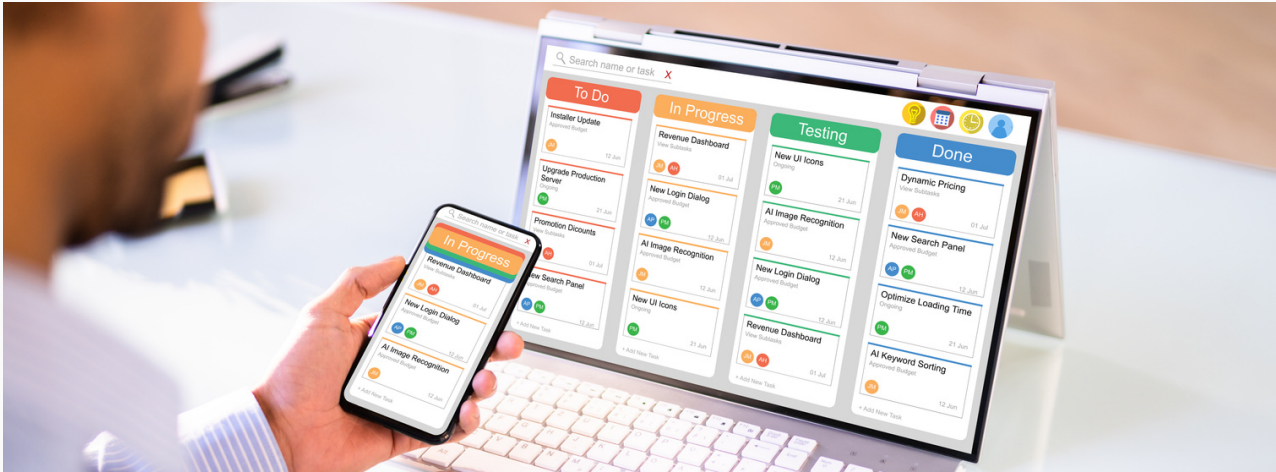
Learning Outcomes :

- The students on completion of this course would be able to:
- Employ the key theoretical frameworks relating to responsible management in order to analyze and synthesize a view on how good and bad decision-making occurs,
- Explore and develop solutions to key international and regional decision-making challenges, identifying political or social constraints that hamper such efforts
- Comprehend the responsible management decision-making in practice via specific case studies.
- Identify the skills required to generate stronger responsible management decision-making

Course outline:

- Introduction to responsible and irresponsible management decision-making
- Approaches to ethical decision-makin
- The rise of 'ESG' (environmental, social, governance) as an instrument of responsible managemen
- Decision-making mechanisms in the context of applied business ethic
- Responsible management skill
- Responsible management initiatives in business school education
- Environmental Sustainability
- Systems thinking and scenario planning in responsible management

Dates of delivery: October-November

DIGITAL RETAIL (ELECTIVE)

Details of Course:

Our technology-laden world facilitates shopping on our laptops or mobile phones, as well as physical shopping in stores such as pop-ups, hypermarkets, and vending machines. Your success lies in harnessing the right combinations of retail channels to meet the needs of target customers across all digital and physical locations. This course focuses on understanding and influencing how consumers navigate these digital forms of retail and how they interact with more traditional physical stores—the omnichannel customer experience. Digital retail capabilities are developed within the overarching omni-channel retail ecosystem to create value for both the customer and the retailer.

On completion of this course, you will be able to:

- Understand and apply digital retail principles, theories, and models within the overarching omnichannel retail ecosystem.
- Navigate customer journeys across the omnichannel retail ecosystem (both digital and physical) to influence interactions, decisions, and experiences at key touchpoints.
- Critically assess retail issues, using robust data to generate evidence-based strategic and tactical solutions.
- Manage the retail market mix to enhance customer experiences and reinforce brand position, focusing on online and mobile digital retail.
- Develop strategies that create value for both the retailer and their customers.

Course Outline:

- Introduction to digital retailing (omnichannel retail landscape overview, effective retail channel utilization)
- Understanding digital retail principles (application of principles, theories, and models, integration within the omnichannel retail ecosystem)
- Navigating and influencing journeys (customer behavior, influencing decisions, key touchpoints)
- Data-driven decisions and market mix (data in digital retail, making data robust, marketing mix)
- Customer experiences (online and mobile experiences, brand positioning)
- Retail strategy and sourcing (digital retail strategies, creating value, sourcing platforms, procurement procedures)
- Globalization, and optimization (global markets, cross-border e-commerce, optimize digital channels)

THE ART OF NEUROMARKETING (ELECTIVE)

Details of Course:

This course focuses on research tools and insights from neuroscience relevant to marketing theory and practice. In this course, you will study areas such as the functional implications of key brain systems for consumer judgments and decision-making, examine neuroscientific and psychological techniques used in marketing research, and apply tools and insights from cognitive, emotional, and social neurosciences to strategic marketing planning, product development, packaging, advertising research, and ethical considerations associated with the use of brain imaging technology in marketing research.

On completion of this course, you will be able to:

- Describe neuroscience-based tools and techniques used in marketing research
- Identify and discuss the function of key brain systems
- Explain functional implications of selected perceptual, cognitive, and emotional processes for consumer behavior and marketing planning.
- Critically evaluate and apply marketing neuroscience research insights in marketing practices.

Course Outline:

- Introduction to neuromarketing (neuroscience and marketing intersection, evolution and significance of neuromarketing, non-verbalized consumer responses)
- Cognitive neuroscience basics (overview of cognitive neuroscience, brain structure and function in marketing, neuromarketing tools: neuroimaging and EEG)
- Consumer psychology and decision-making (cognitive neuroscience in consumer behavior, brain processing of marketing stimuli)
- Neuromarketing strategy and product design (utilizing brain data in strategy, enhancing market segmentation with neuro insights, designing products based on brain responses, neuromarketing's influence on product features)
- Measuring consumer responses (neuroimaging techniques: fMRI and fNIRS, EEG applications in marketing research, collecting and analyzing non-verbal data)
- Applications in branding, advertising, and UX design (neuromarketing in branding strategies, creating ads for the consumer brain, neuromarketing tools for ad evaluation, applying neuromarketing to UX design

CONTENT MARKETING (ELECTIVE)

Details of Course:

This course offers a comprehensive exploration of content marketing strategies, from a basic understanding of its pivotal role in digital strategies to crafting and optimizing compelling content. Through theoretical insights and practical workshops, you will gain advanced skills in content creation, distribution, and measurement, preparing you to drive successful digital marketing campaigns.

On completion of this course, you will be able to:

- Understand content marketing principles and practices.
- Recognize the importance of effective content marketing.
- Apply best practices and ethics in content creation.
- Create a comprehensive content strategy.
- Utilize advanced content creation and optimization techniques.
- Enhance user engagement and community management.
- Effectively distribute and schedule content.
- Measure content effectiveness and adapt strategies.
- Integrate content marketing into digital campaigns.
- Analyse content marketing analytics and ROI.
- Plan and execute content marketing campaigns.

Course Outline:

- Understanding effective content marketing, challenges, and opportunities, the role of content marketing in organizational objectives
- Best practices and ethics (best practices in content marketing, content development strategies, ethical considerations in content creation)
- Building a content strategy framework (content strategy formulation, identifying target audiences and buyer personas, empathy mapping techniques, aligning content styles with channels, content distribution plans)
- Content creation techniques (advanced techniques for impactful content, maintaining content consistency and quality, leveraging storytelling in content creation)
- Optimizing content for search engines (SEO in content, optimization strategies, keyword research and integration)
- Engagement, community, and distribution (user engagement strategies, community management techniques, community engagement exercises, content distribution strategies)

APPLIED PERSONAL MARKETING (ELECTIVE)

Details of Course:

This course applies marketing principles to empower you to make better personal, and professional decisions and build more fulfilling relationships, and networks. You will learn to identify needs, wants, and demands in your personal, and professional lives, understand your strengths and weaknesses, and strategically position yourself for success in various aspects of life.
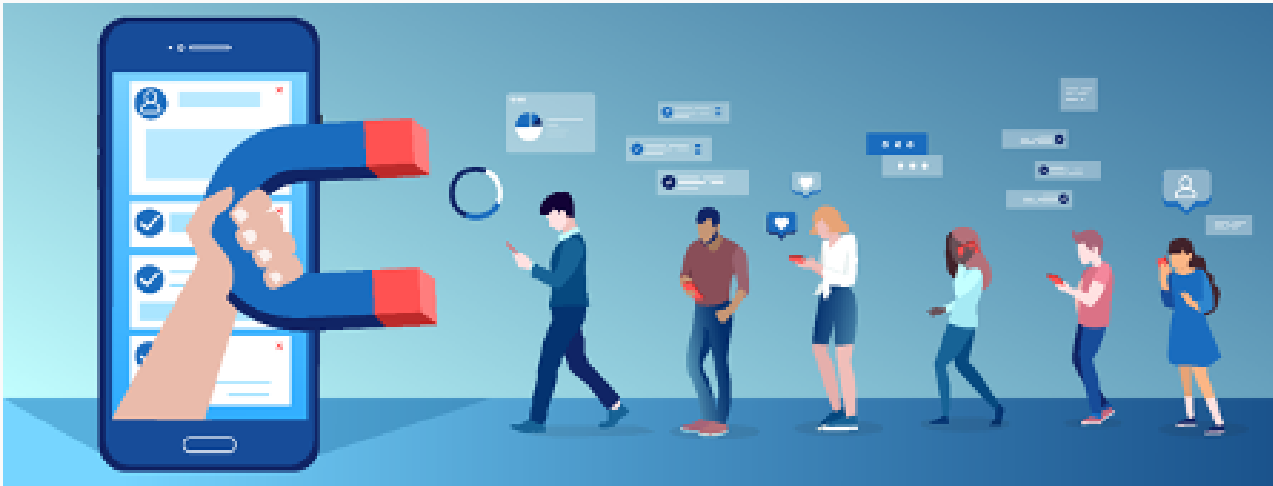

On completion of this course, you will be able to:

- Apply marketing concepts to personal decision-making and interactions
- Identify your strengths and weaknesses.
- Recognize the needs and wants of individuals in your personal and professional sphere
- Effectively position yourself for personal and professional success
- Build and maintain fulfilling personal relationships

Course Outline:

- The relevance of marketing principles in personal life
- Self-discovery and personal SWOT analysis
- Identifying personal needs and wants
- Strategic positioning in personal and professional life
- Building and maintaining fulfilling relationships
- Conflict resolution and negotiation
- Personal marketing strategy development
- Measuring and evaluating personal success
- Applied personal marketing in different life contexts
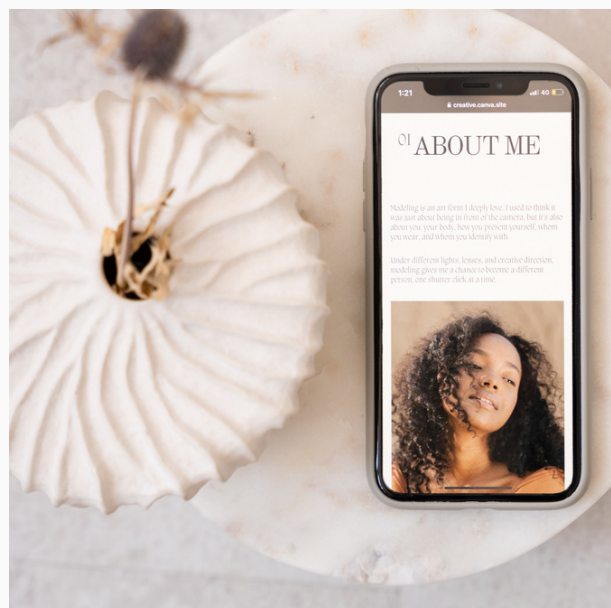
THOSE SUPPORTING THE PROGRAM AS GUEST SPEAKERS, ADJUNCT FACULTY AND DISTINGUISHED FACULTY

DR. MUHAMMAD JUNAID

is an Assistant Professor of Marketing in the School of Management at the Asian Institute of Technology. He holds a Ph.D. degree in Marketing from the School of Management and Economics (AACSB, AMBA, EQUIS) at the Beijing Institute of Technology, China. Additionally, he is affiliated with COMEGI at Lusíada University, Portugal. His research has been published in journals such as the European Journal of Marketing, Journal of Retailing and Consumer Services, Journal of Brand Management, Journal of Product and Brand Management, and Journal of Business and Industrial Marketing.

MLONDI MASHININI

operates at the confluence of technology, business, and sports. He is the co-founder of FanBase Analytics, a leading data insights consultancy, focused on helping sporting organizations enhance their revenues and create operational efficiencies. Mlondi consults to some of the biggest global brands, assisting them with the development of commercial insights to drive profitability

VINCENZO CARRIERI

holds an MBA from NW University-HKUST and an MSc in Financial Analysis and Corporate Finance from HKUST. He has a long history of working in the Peronal Luxury Industry. He is currently Regional Director at Canali. His work focuses on the way consumer analytics is being used to change business decision-making, especially in marketing

CARL BOUTET

A Montreal-based business strategist and digital marketer with over 25 years of executive experience. As the founder of StudioRx, he advises on tailored solutions for executives and B2C/B2B providers. Principal advisor for McGill University Retail Innovation Lab. Recognized globally, he authored "The Great Acceleration" in 2021, examining the rapid digital transformations prompted by the Covid-19 pandemic.

THOSE SUPPORTING THE PROGRAM AS GUEST SPEAKERS, ADJUNCT FACULTY AND DISTINGUISHED FACULTY

DANGJAITHAWIN ANANTACHAI

Dr. Dangjaithawin Anantachai stands out as a pivotal figure in the regional marketing landscape with deep-rooted expertise in marketing analytics and consumer psychology. With a dynamic career spanning over 25 years, She currently assumes the role of Chairman of the Management Board at INTAGE Thailand, following influential tenures at prominent institutions like Research Dynamics, Market21 Australian Trade Marketing Consultant, Nielsen, SCB, and Robinson. As an active advocate for sustainable development in the marketing arena, she serves on the Committee of the Marketing Association of Thailand.

NADIM XAVIER SALHANI

With over 40 years experience in the hospitality, restaurant, and retail industries, Nadim Xavier Salhani has demonstrated expertise and leadership across diverse sectors. His career journey includes pivotal roles with international hotel chains and leading retail brands, where he honed his skills in strategic management, marketing and business development. In 2019, Nadim founded INgenic Solution consulting, aiming to assist businesses in their transformation efforts, empowering executive teams, and bolstering financial performance.

KELLY HEZEMANS

Kelly Hezemans brings a decade of e-commerce experience to the table, as she has worked for both digital agencies and corporate giants like Mango. She has a proven track record in launching international brands into the vast Chinese market, specializing in e-commerce platforms like TMall, Alibaba.com, and Lazada. Her data-driven approach and mindset position her as your go-to expert for unlocking growth and sales opportunities. In 2022, she founded iBoost Online with the focus of tailoring digital strategies for businesses aiming to thrive in the Asian markets. Ever since, she has worked with numerous SMEs, offering strategic insights and ensuring efficient online store management.

WELCOME TO
SCHOOL OF MANAGEMENT

CONTACT US

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