Greetings,

We at the *Center for Customer Insights and Digital Marketing,* hope you are doing well and are continuing to thrive despite the difficulties caused by the pandemic. We are emailing to announce the Center will now be publishing featured articles on our website to update you on current *CCIDM* events and news more often than we did with our past newsletter, which have been published once or twice a year. Each featured article will be published on the web individually and we will inform you with an e-newsletter like this by putting together several articles to avoid frequent emails. We hope you enjoy the news and in-depth articles.

A Retrospection: 5 years in Insights& Data Industry

Jenny Yeon
Jenny.yeon@kantar.com
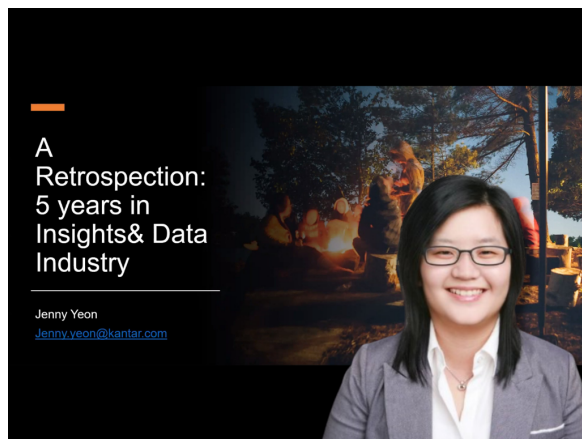
Distinguished Alum Kicks off CCIDM Expert Speaker Series

CPP alumna, Jenny Yeon, kicked off the *CCIDM's Expert Speaker Series* by sharing her experience about the insights and data industry from her perspective as a Director at **Kantar Research**. Find out what Yeon believes are the three most important characteristics to becoming a successful insights professional.

Read more

Pushing the Knowledge Frontier: News about Center Advisors

Learn about how *CCIDM* advisors have made impactful contributions to the research, campus, and business communities including working on an app to help elderly shop during COVID-19, earning awards like Provost Teacher-Scholar Award, and publishing research in *Political Psychology.*

Read more

The CCIDM Channel Launches Workshops on Youtube

The *CCIDM* is proud to announce that it has archived its *CCIDM Virtual Workshop Series* on the Center's YouTube channel. On the *CCIDM* YouTube channel you can find digital marketing lessons, software tutorials, and analytics walkthroughs like our notable R Workshop Series. Whether you are learning these concepts for the first time or need a quick refresher, these workshops will help you become a more well-rounded insights and marketing professional.

Read more
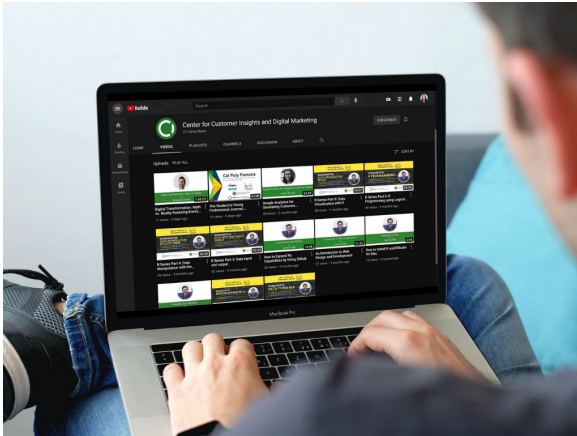
Data Wrangling and Visualization Certificate Program Launch

The Data Wrangling and Visualization Certificate Program is designed to help students without much basic knowledge of R, a primary statistical analysis software used by data scientists/analysts and researchers from most disciplines across the country, by giving them the necessary knowledge in programming so that students can focus more on what's most important -- statistics/machine learning topics.

Data Wrangling and Visualization Certificate Program

Read more
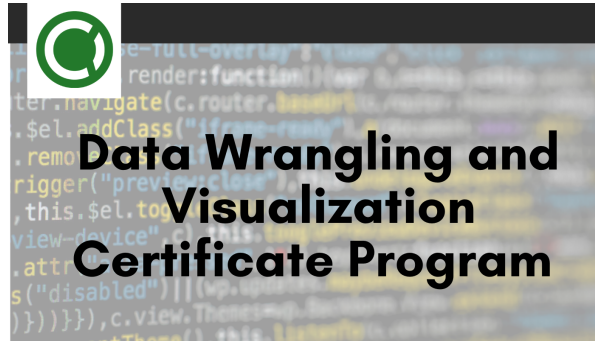
Best Regards,

Center for Customer Insights and Digital Marketing
College of Business Administration

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