



Greetings!

I hope you have all been doing well and staying safe this Fall semester. On behalf of the *Center for Customer Insights and Digital Marketing*, I am happy to share some exciting news that has happened since our last e-newsletter.

In this newsletter, we will focus on innovative educational programs and student learning outcomes. Additionally, I want to inform you about the on-demand videos we published recently that you could use for your classes. I invite you to visit our website and browse through the three featured articles and on-demand videos introduced below.

CPP Students Win the GfK Data Science Competition

The *CCIDM* is proud to share that the three CPP student teams that competed in the Growth from Knowledge's 10th Annual NextGen Data Science Hackathon Competition were able to place 1st, runner-up, and finalist in the competition. Follow the article link below to read more about the competition and the involved teams!



[Read More](#)



A Real World Project-Driven Class: 2020-2021 Customer Insights Consultancy Program

The *CCIDM* provides students with innovative programs to gain unparalleled experience

that will help them in their professional careers. One of these opportunities is the Customer Insights Consultancy (CIC) program, which teaches students data-driven problem-solving skills and gives students real-world research experience. Check out the article below to learn more about the program and how you can take part in this amazing opportunity!

[Read More](#)

The Analytics and Marketing Insights Club Celebrates a Year of Accomplishments

CPP's Analytics and Marketing Insights (AMI) Club celebrated several accomplishments that were made during this last year. From guest speakers to student-led workshops, the club offered some amazing opportunities and resources for the CPP student body. Check out the AMI article below to learn more about the club's activities!



[Read More](#)



On-demand Videos

The *CCIDM* has produced on-demand videos that recorded some of the popular virtual workshops, research seminars, and expert speaker speeches that have been offered since early this year. I invite you to check out the following videos and peruse them for your professional endeavors.

<p>Research Seminar</p>	<p>Imagery Effects on Vice and Virtue Foods by Dr. Seth Ketron</p> <p>Customer Attributes of Service Failure to Discrimination by Dr. Kelly Min</p>
<p>Virtual Workshop</p>	<p>Machine Learning with Tidymodels by Dr. Carsten Lange</p> <p>Text Mining in R by Jarrod Griffin</p> <p>Email Marketing by Andrea Vara</p> <p>Effective Presentation by Jillian Munoz</p> <p>Tutorial on Business Research Panel by Claire Son</p>
<p>Expert Speaker</p>	<p>Digital Transformation by Erantzeri Corona</p> <p>Evolution in Market Research Industry by Carlos Garcia</p> <p>AMI-IA Joint Expert Speech on Segmentation Research by Hilary DeCamp</p>

If you are interested in learning more about our programs and the opportunities that the *CCIDM* offers for our Cal Poly Pomona campus community, be sure to check out our website and follow us on social media. Feel free to contact us with any questions or inquiries.

Best Regards,

Center for Customer Insights and Digital Marketing
College of Business Administration



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