

Greetings!

We, at the Center for Customer Insights and Digital Marketing, hope that you had a great summer! We are happy to share some exciting news that has happened since our last e-newsletter.

In this newsletter, we will focus on two featured articles and industry news. Additionally, I want to inform you about the on-demand videos we added recently to our growing list of resources that you could use for your development. Moreover, we have an upcoming certificate program. Below are brief descriptions of each for your quick read.

## 2021 New Research Teams

At the *CCIDM*, our students work together to uncover novel insights in areas of marketing and help businesses improve their marketing strategies. Check out our “2021 New Research Teams” article to learn about our new members, current research projects, and opportunities available to our student research assistants!



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**NFTS**

Brands are no longer limited to marketing their physical and tangible products or services. They now have another route to market through virtual products in NFTs. NFTs (Non-fungible tokens) are a file type that transfers and keeps data unique. They are unique digital assets in the form of a special type of cryptographic token. In this brief report Jeffrey Hsu summarizes an authoritative article about NFTs and how they can be applied to digital marketing. Check it out below!

[Read More](#)

## Graduating Interns Spotlight

In 2021-2022, we bid our farewells to three exceptional interns who worked at the Center. This article describes the graduate's experiences at the Center, how it impacted their lives presently, and their advice to any future interns. Check out the article below for some useful insight from our Alumni!



[Read More](#)

## On-demand Videos

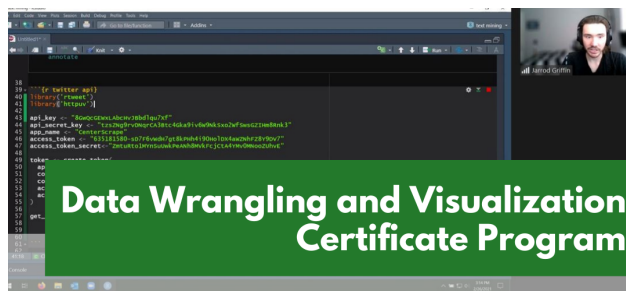


Virtual  
Workshop

[Data Analysis and Insights w/ Microsoft Excel by Joseph Lee](#)

[Create a Great Report with R Markdown by Matheus Ragghianti](#)

	<p><a href="#">Cordeiro De Garcia</a></p> <p><a href="#">Maximizing User Engagement by Designing a Dynamic Survey with Qualtrics by Mitch Robertson</a></p> <p><a href="#">Marketing on Instagram: A Complete Guide to a Successful Strategy for your Business by Jeffrey Hsu</a></p>
Expert Speakers	<p><a href="#">Career Options in Market Research by Mario Carrasco</a></p> <p><a href="#">Insights Association by Nicole Symelidis</a></p>



## Upcoming DWV Certificate

Are you interested in data science and analytics? We have the perfect opportunity for you to learn from Center director Dr. Jae Min Jung. **Registration is open until September 15!** Check out the link below to learn more about the scope and purpose of business analytics

and how our Data Wrangling and Visualization Certificate Program will improve your fluency, knowledge, and ability to analyze data with R. We invite students of all levels of experience to check out the program and give it a go! Click the link below to learn more and register.

[Read More](#)

If you would like to learn more about the recent successes we had with our students this year, feel free to check out our website and follow us on social media. Also, if you are interested in getting involved in the center (e.g., guest speakers, advisory board, and other opportunities for collaboration), feel free to contact us with any questions or feedback.

Best regards,

Center for Customer Insights and Digital Marketing  
College of Business Administration



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