



Master in Digital Marketing Analytics

www.westfield.edu





At **Westfield Business School**, we are more than an academic institution since 2000, we have been a catalyst for transformational leadership and sustainable impact.

Located in the heart of Miami's thriving financial district on Brickell Avenue, our campus places students at the center of international business, innovation, and entrepreneurship.

As an American business school with a global footprint, we offer a dynamic, multicultural learning environment that reflects the complexities and opportunities of today's global economy.

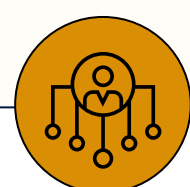
Our purpose is to awaken human potential to create meaningful change in organizations, in society, and across the planet. Through innovative, flexible, and ethically grounded programs, we prepare professionals to lead with purpose, embrace innovation, and generate value across cultures and industries.

By combining academic excellence with real-world relevance, we empower a new generation of leaders to think globally, act strategically, and lead sustainably.



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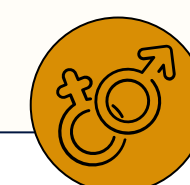
**Network of
professionals
and alumni**



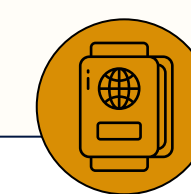
63
graduating classes
make up the school's
international network.



20+
years of history.



4000+
alumni.



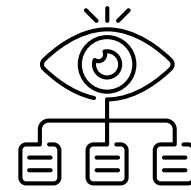
25+
Countries with
Westfield alumni presence.



Our Mission

Mission

The purpose of our business school is to awaken human potential to generate a positive impact on society. Through innovative educational programs, we strive to inspire people to dream big, collaboration and creativity, and provide the necessary tools to turn their purpose into reality.



Future

We aim to develop business leaders and change makers who are deeply committed to the well-being of society, building a community of bold individuals who will make a meaningful difference in their careers and beyond.



Our goal is to challenge the status quo, promote excellence, and empower people to reach new heights, contributing to a global movement of transformation that changes lives and builds a better future for all.



Why Choose Westfield Business School?

At **Westfield Business School**, we redefine business education with an experiential, practical, and data driven approach. Our programs equip professionals with strategic insights, leadership skills, and cutting edge tools to thrive in today's global business environment.



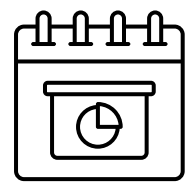
Triple Bottom Line Model

Our approach **People, Planet, and Profit** across all programs, promoting ethical leadership and sustainable innovation in business strategy.



Accredited and Globally Recognized

Westfield is accredited by the Distance Education Accrediting Commission (**DEAC**) and licensed by the Florida Department of Education, ensuring national recognition and academic excellence.



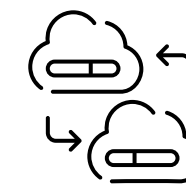
Blended Learning with High-Impact In-Person Sessions

Our blended format combines online coursework with mandatory in-person sessions in Miami, allowing professionals to balance their careers with immersive, high-impact learning experiences.



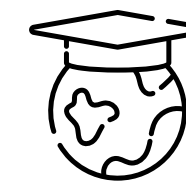
Strategic Location in Miami

Study in the **heart of Brickell, Miami**, a financial and innovation district with global reach and high professional visibility.



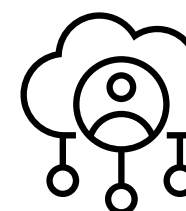
Applied, Hands-On Learning

Through real-world cases, team projects, and a Capstone Project, students solve actual business challenges and graduate ready to lead with confidence and competence.



World-Class Faculty & Industry Experts

Learn from an **elite team of PhD professors** and business practitioners who bring academic rigor and real-world experience into every session.



Global Executive Network & Corporate Alliances

Connect with a diverse international community of peers and benefit from partnerships with top companies such as **Bancolombia, Globant, Coca Cola Femsa, Sura, Isa, and Telefónica**.

➤ **At Westfield, theory meets action our programs prepare you for success from day one.**

MIAMI: Your Gateway to Global Business



Miami

As one of the world's most diverse, international and forward thinking cities, Miami offers locals and international students a unique environment to grow both academically and professionally.

Positioned as a global hub for business, trade, and entrepreneurship, Miami connects North and South America and the world through innovation, finance, and cultural exchange.

With its multicultural energy, booming startup ecosystem, and direct access to global markets, studying in Miami means more than earning a degree it's about building a global mindset and a professional network in a city where business knows no borders.



About the program



Leadership

The **Master in Digital Marketing Analytics at Westfield Business School** centers on high impact In-Person sessions complemented by flexible online learning. It equips professionals with the analytical, technical, and strategic skills needed to lead in today's data-driven marketing landscape.

The program blends business intelligence, customer analytics, and sustainability through the **Triple Bottom Line approach (People, Planet, Profit)**. With real world projects, live case discussions, and a capstone project, students gain practical experience under the guidance of PhD faculty and industry experts preparing them to lead innovation in global, tech-driven markets.



Program Highlights

1

In-Person training

➤ Leadership Package

Begin your journey with the **Leadership Package**, focused on self awareness, personal growth, and purpose driven leadership.

➔ Self Assessment Track + Personalized mentoring



You will identify your life project, learning style, and leadership strengths to thrive in VUCA (**V**olatile, **U**ncertain, **C**omplex, and **A**mbiguous) environments.



2

Data Analytics & Decision Making Training

- Build a strong technical and analytical foundation through courses in business analytics, data mining, statistical programming, and sustainable business thinking. Learn to make strategic decisions powered by data and supported by ethical, results oriented frameworks.

Each Course is led by two instructors:

- ➔ **Practitioner:** Executive with an outstanding professional background and practical expertise in marketing analytics, customer insights, and strategic marketing management.

- Lecturer:** Lecturer: Academic with a PhD and extensive research experience in marketing analytics, customer insights, and digital transformation in marketing.



Francisco Garrido Casas

Vice President, World Purchasing Association.



José Luis Pérez Galán

Product Owner Tribu Digital in Orange.



Cristina Rodríguez Ruiz de Linares

Consultant and lecturer at various business schools and professional advisor.

3

Expert training

This component of the program delves into cutting edge trends that are currently leading the market.

This is the core specialization block of the master's program, where you will deepen your knowledge through applied projects, real world case studies, and advanced tools used by leading global companies.

You will also develop a final capstone project that integrates and demonstrates your expertise.



4

Global Leadership Vision

➤ You complement the theoretical and practical training with one face to face academic experience.

***Attendance is for the week scheduled during the current semester; selecting a different week is not possible.**

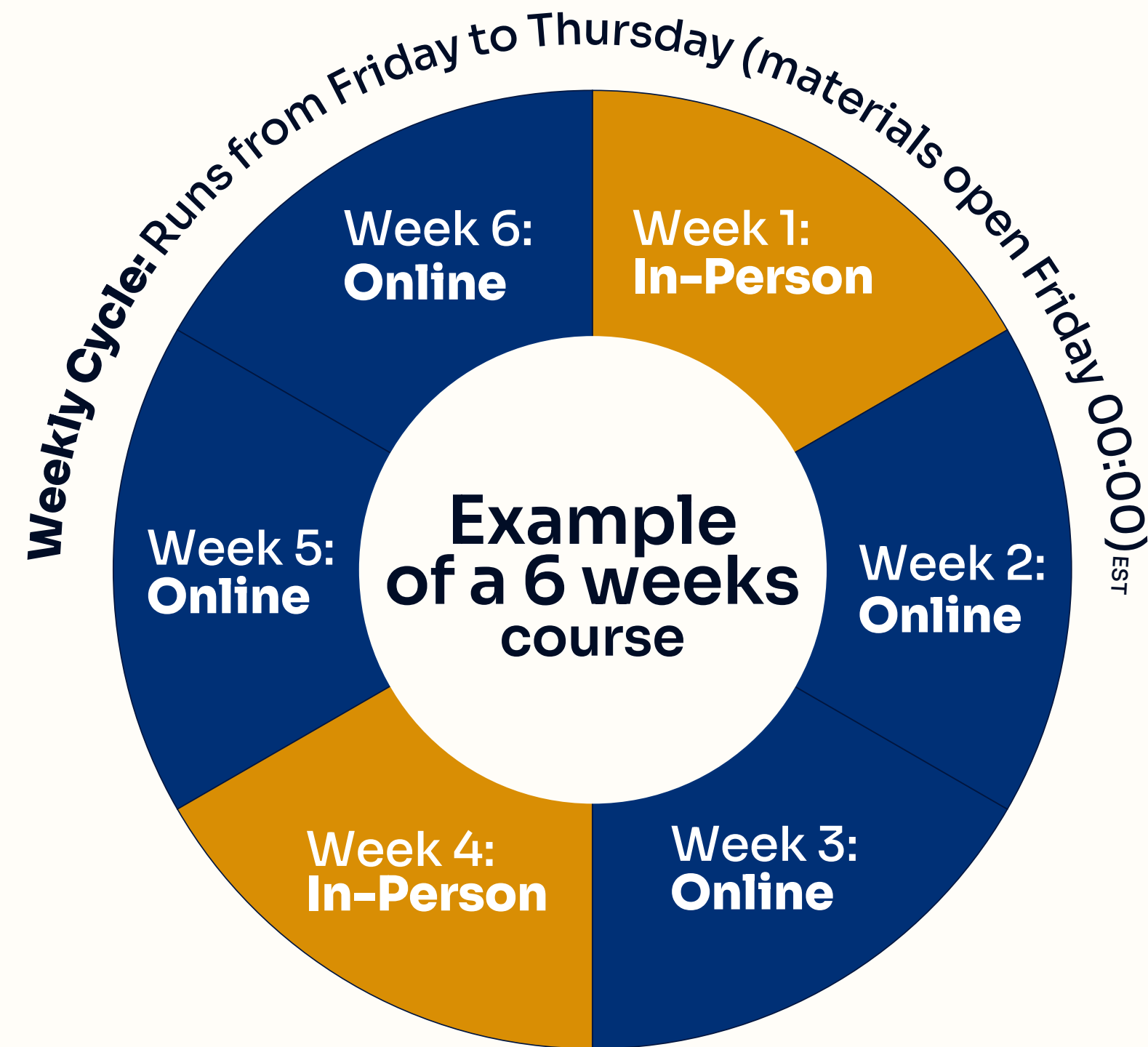
⌚ In-Person Global Immersion Weeks



Methodology.

➤ Hybrid Course Methodology Overview

Each hybrid course runs over six weeks and includes two face-to-face weekends, offering a dynamic blend of online learning and in-person academic engagement.



In-Person Sessions ➤

Saturday & Sunday
9:00 AM – 6:30 PM EST

Online weeks ➤

4 weeks with asynchronous
and synchronous activities

➤ Weekly Structure

In-Person Weeks	- On Campus sessions (Sat & Sun) - Group work, keynote lectures, team presentations - No online sessions during the week
Online Weeks	- Technical readings and self-evaluation tests - Individual tasks (due Tuesday 11:59 PM EST) - Optional group projects (same deadline) - Synchronous Session: Thursday evening (90 min): case discussion or team project presentations

➤ Learning Activities & Evaluation Breakdown

- **In-person sessions** **40%**
Team projects, presentations, case discussions & participation
- **Online Individual Work** **25%**
Case reflections, papers, technical exercises
- **Online group activities** **20%**
Collaborative case studies or multi-week projects
- **Self-Assessment Tests** **15%**
Proctored quizzes based on weekly content

Curriculum Overview

Business Analytics and Statistical Programming	4
Introduction to Data Mining and Visualization	3
Triple Bottom Line Thinking	2
Mathematical Methods for Data Engineering	4
Database Management Systems	3
Pricing Analytics	2

Customer Analytics	3
Marketing Research and Analytics	3
Advanced Marketing Analytics	3
Residence: Strategy Implementation	2
Marketing Analytics Capstone Project	6

TOTAL: 35

● **Course title**

● **Credit Hours**

Exclusive Global Immersion Weeks

A face-to-face experience that transforms your vision of global leadership

What to Expect?

- ⦿ Strategic Leadership Workshops with global industry experts.
- ⦿ Company Visits to top performing international businesses.
- ⦿ Real-World, Case Studies in a dynamic, global setting.
- ⦿ Networking with Global Business Leaders to expand executive connections.



**Silicon Valley
San Francisco**
Business Model
Design,
Innovation &
Transformation



Miami
Growth, Market & Analytics



Boston
Sustainable Leadership
& Development



Munich
Global Impact Ecosystems



**Madrid
Granada**
Transformational
Leadership

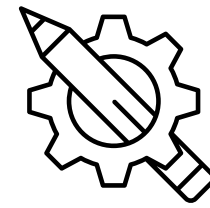


Singapore
The Singapore Model: Free Market
Strategy for Prosperity.

These are some companies visited



Industry Relevant Skills & Tools



Leadership.

Hands-on training using Analytics and AI driven Analytic tools.

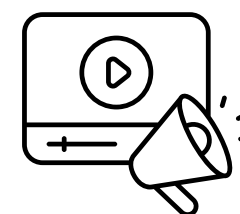
Case Studies from leading and emerging tech companies.

Live business simulations & consulting projects for practical learning.



Who Is This Program For?

Digital Marketing



The **Master in Digital Marketing Analytics** is designed for early to mid career professionals who are eager to lead in the evolving landscape of data-driven marketing. It is ideal for:

Marketing professionals seeking to strengthen their analytical and digital strategy skills.

Business analysts and data specialists aiming to transition into marketing leadership roles.

Entrepreneurs and startup founders who want to leverage data to drive customer engagement and business growth.

Professionals from STEM backgrounds looking to apply their technical knowledge in the context of marketing and business intelligence.



Whether you work in a corporate, agency, or entrepreneurial setting, this program is for individuals who want to make smarter decisions, harness the power of analytics, and lead with impact in a digital first business environment.



You will learn to

- **Design and implement data-driven marketing strategies**
that generate measurable business results.
- **Leverage advanced analytics tools**
such as SQL, SAS, Python, and Tableau to interpret customer behavior and optimize campaigns.
- **Make strategic decisions**
based on real time data and predictive modeling.
- **Drive customer centric innovation**
using insights from digital platforms, performance metrics, and behavioral data.
- **Integrate sustainability into marketing**
through the Triple Bottom Line (People, Planet & Profit) model.
- **Lead cross functional teams in digital and analytics projects**
within competitive business environments.
- **Solve real world business challenges**
using analytical thinking, applied research, and marketing experimentation.
- **Enhance your global career prospects**
through a program designed for international recognition and professional impact.



PEOPLE, PLANET & PROFIT

Admissions Requirements & Process

➤ Admission Requirements:

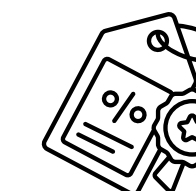
- ③ Students must have a bachelor's degree from an accredited institution. Recommended undergraduate training in science, technology, engineering and / or mathematics.
- ③ This program is addressed to professionals with a minimum experience of one year. Recommended working experience in marketing.
- ③ **Complete the online application and submit required documents.**
- ③ English-language proficiency (TOEFL, IELTS, or Duolingo, if applicable). This applies to most international applicants.

➤ Required Documents:

- ③ Copy of undergraduate diploma & transcripts (translated if necessary).
- ③ Updated resume (CV) in English.
- ③ Copy of passport or ID.
- ③ Signed enrollment agreement.



Tuition



Duration: 16 months (4 semesters)

Language: English

Modality: In-Person Learning with Hybrid Flexibility

Final Capstone Project: Work on a real-world marketing analytics challenge for a top company.

Price: \$35.000_{USD}

Other costs

Registration fee: \$150_{USD}

Non refundable

Credential Evaluation*: \$150_{USD}



*This service can be arranged with the provider provided by Westfield through the payment of the Credential Evaluation fee, or with any other provider.

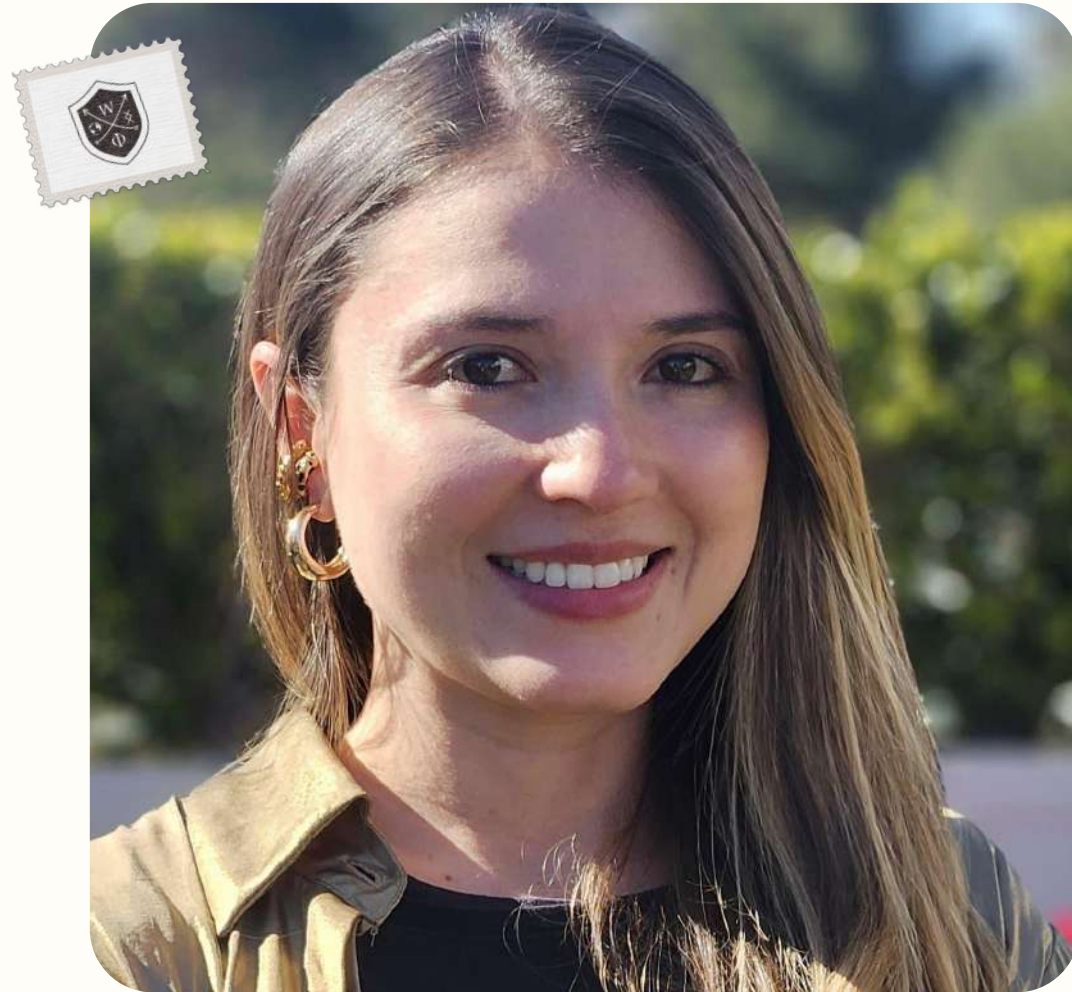
To study any program at Westfield Business School, it is necessary to have an undergraduate degree equivalent to a bachelor's degree in the USA from an accredited institution.

PEOPLE, PLANET & PROFIT

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Hear from Our Graduates: Real Success Stories

➤ Testimonies.



Lorena Cardona
Executive MBA

“This MBA has been an opportunity to gain knowledge beyond my area of expertise and that’s the magic I find in this experience. It opens us up to new challenges and allows us to develop new capabilities. Beyond academic learning, it’s also a journey of personal transformation”.



Giulliano Bruno Decicino
Executive MBA

“I take with me the following phrase: learn, unlearn, and relearn. A comment here from the Triple Bottom Line, which is Planet, Profit, and People. I would add a fourth Passion. Undoubtedly, passion for life and for planting the seed of the world we want to leave for our children”.





**Are you ready to become a
transformational leader?**

DOMESTIC STUDENTS

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