

DATA PRIVACY STRATEGY CERTIFICATE

Program Description

With the expansion of regulation and consumer protection mandates, data privacy has emerged as one of today's most urgent and complex marketing and technology issues. It's now something for which every organization must develop an effective strategy.

Many countries have passed restrictions on how marketers can use data in order to protect customers. While this can limit the business value of data, there are solutions that can enable you to provide data protection while also maximizing the data's business value.

In this certificate program, you will explore your organization's data privacy journey. This starts with examining the types of data you collect and the privacy risks associated with this data. In particular, you will focus on privacy challenges that arise in customer relationship management and digital marketing data, along with possible solutions. Next, you will examine privacy policies of today's leading companies and audit your own company's privacy policy. You'll have the opportunity to calculate various accuracy metrics to measure loss of business value due to privacy approaches such as aggregating or anonymizing customer data. Finally, you will explore emerging issues with newer forms of data such as text, geolocation, images, and IoT data.

Throughout this program, you will calculate accuracy, uniqueness, privacy violations, and other metrics that will enable you to implement appropriate data policies and strategies that will enhance privacy while minimizing negative impacts to your business.

To be most successful in this program we strongly recommend having prior experience in statistics or marketing analytics.

The courses in this certificate program are required to be completed in the order that they appear.

This program includes a year of free access to Symposium! These events feature several days of live, highly participatory virtual Zoom sessions with Cornell faculty and experts to explore the marketing industry's most pressing topics. Symposium events are held several times throughout the year. Once enrolled in your program, you will receive information about upcoming events.

Throughout the year, you may participate in as many sessions as you wish. Attending Symposium sessions is not required to successfully complete the certificate program.

Key Takeaways

- Map your organization's data privacy journey
- Assess risks and vulnerabilities to customer data in your organization
- Determine the best defensive strategy for data usage under privacy constraints
- Create the best data protection solutions to maximize your marketing insights
- Determine strategies to handle privacy with unstructured data

What You'll Earn

- Data Privacy Strategy Certificate from Cornell Johnson Graduate School of Management
- 40 Professional Development Hours, 4 CEUs

Who Should Enroll

- CMOs
- CIOs and CTOs
- Mid- and senior-level marketing managers
- Brand and product managers
- Data scientists and analysts
- Web developers
- Tech leaders and IT professionals
- Consultants

Total Investment

- 2 months to complete all the courses

How To Enroll

For more information and to enroll, please visit Data Privacy Strategy Certificate (<https://ecornell.cornell.edu/certificates/marketing/data-privacy-strategy/>).

Courses

Code	Title	Hours
eCornell JCB431	Data Privacy in Marketing	0
eCornell JCB432	Defensive Data Strategies	0
eCornell JCB433	Data Protection Solutions	0
eCornell JCB434	Emerging Data Privacy Challenges	0