

Big Data in Advertising: Understanding Law and Legislation in Big Data

Do you know digital advertising is far beyond social media and target marketing?
Have you equipped yourselves with the skills to apply big data into the new advertising platform?

Introduction

Big Data is a popular buzzword, but it is very vague and can be somewhat scary. After several years of cautious enthusiasm, the marketing and advertising technology sector is now embracing big data in a big way. That's good news. The obstacle is that most companies and brands still lack the expertise necessary to analyse huge amounts of data and make it actionable. In this course, we will explain what Big Data in advertising is, and try to remove some of the confusion around the subject.

Program Objectives

This program aims to:

- Understand the law and legislation involved in big data
- Learn to adhere to all legal requirements in data collection, management and operation
- How data are used and maintained without breaking any laws

Learning Outcomes

After completing this training, participants shall be able to:

- Identify personal data (PII) is,
- Identify what laws exist to regulate data collection
- Differentiate the types of Data Categories that Advertisers look for demographic, behavioral, contextual, retargeting and location
- Know how data is collected
- Ad-Tech companies involved in the data & ad delivery process
- Have a better understanding of what kind of data is being collected about you, how advertisers use that data to target their ads. You will also have a better understanding of why you see certain ads on each of your devices.

Who should attend?

Professionals and management team, IT data analysts, marketing department officers, anyone interested in learning more about big data and advertising

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	An Introduction to Big Data This module will give you an insight into Big Data in the advertising field and how it has evolved over the years. We will also look at the legal aspects of the Big Data and how this impacts the collection of data. Topics include personal data and laws around collecting data and data categories. From this module, the participants would understand what kind of data do advertising want.
10.30am-11.00am	Break and Networking
11.00am-1.00pm	Data Collection & The Companies Involved We will look at how these consumer data are collected. Examples of Social media sites are used here to illustrate the way data is collected and stored. We will also look at consumer-based product companies.
1.00pm-2.00pm	Lunch Break and Networking
2.00pm-3.30pm	Data Collection Process In this module, the participants would learn the contextual data review, how the data collection process takes place and at the sometimes, the participants would learn how the Ad tech companies best practices through case study.
3.30pm-4.00pm	Break and Networking
4.00pm-5.00pm	A Look At Google In this module, the participants would learn through a case study on how data is used in creating advertising opportunities. The case study discussion would help participants to understand further on the big data in advertising.