

Guest Lecture

Talk data to a marketer



Friday, 31 March 2023

19:00

Room L3-L4 (L. Sofou building)

Guest lecturer:

Haris Lalatsis

Founder of Ierax Analytics



The event will take place as part of the Digital Marketing Analytics module led by Ms. Chrysopigi Vardikou.

For students attending the MSc in Business Analytics & Decision Sciences,
MA in Digital Marketing & Social Media and MSc in Neuromarketing programmes.