



Strategic Marketing Plan for ECBA Course Promotion

Engaging Aspiring Business Analysts

Prepared by: Intern Team – 3, DataSpace Academy

Date: 28th June, 2024



MEET THE TEAM

Engaging Aspiring Business Analysts

- Mou Sarkar
- Rema Sahoo,
- Irum Jawaid,
- Srabani Paul,
- Sanjana Gupta,
- Sazel Shaw



AGENDA

- ECBA and CBAP course comparison.
- Strategic marketing plan of ECBA.
- Demographics for the course ECBA.
- Marketing Channels.
- ECBA Business Analysis Dashboard.
- **Unlock Your Career in Business Analysis with ECBA Certification.**
- **Unlock Your Potential with ECB Certification.**
- Strategy.
- ECBA Course Cost Analysis.
- ECBA Certification Feedback Form Link.
- conclusion

ECBA VS CBAP

Candidate Demographics

Eligibility Criteria

Exam Cover

Exam Structure

Study Materials

CBAP DETAILS

Details

Geography: USA, UK, Canada, South Africa / Singapore, Nigeria, India

High school diploma or equivalent, associate degree or global equivalent preferred

Project Managers, Business Analysts, Senior Programmers

ECBA DETAILS

Details

Educational Background: bachelor's degrees, business administration, computer science, engineering, or mathematics.

Geography: North America, Europe, Asia-Pacific

Professional Experience: IT, finance, or project management.

ECBA VS CBAP

Candidate Demographics

Eligibility Criteria

Exam Cover

Exam Structure

Study Materials

CBAP DETAILS

Details

Agree to Code of Conduct

Agree to Terms and Conditions

Complete a minimum of 7,500 hours of Business Analysis Work experience in the last 10 years

No Coding Experience Required

Within this experience, a minimum of 900 hours completed in 4 of the 6 BABOK® Guide Knowledge Areas, for a total of at least 3600 of the required 7500 total.

You must agree to the Code of Conduct

You must agree to the Terms and Conditions

You must have Complete a minimum of 35 hours of Professional development in the last 4 years

You need to provide two references from a Career Manager, Client, or a Certified Business Analysis Professional

ECBA DETAILS

Details

A minimum of 21 hours of Professional Development in the past 4 years

Agree with Terms and Conditions

Agree with the Code of Conduct

Any one who wishes to do this course

Ensure you register an account with IIBA

No need for 21 PDUs

No references required

No work experience required

ECBA VS CBAP

Candidate Demographics

Eligibility Criteria

Exam Cover

Exam Structure

Study Materials

CBAP DETAILS

Details

Business analysis planning and monitoring (14%)
Elicitation and collaboration (12%)
Requirements analysis and design definition(30%)
Requirements life cycle management(15%)
Solution Evaluation(14%)
Strategy Analysis(15%)

ECBA DETAILS

Details

Business Analysis Knowledge(30%)
Business Analysis Planning and Monitoring(5%)
Elicitation and Collaboration(20%)
Requirements Analysis and Design Definition(25%)
Requirements Life Cycle Management(20%)

ECBA VS CBAP

Candidate Demographics

Eligibility Criteria

Exam Cover

Exam Structure

Study Materials

CBAP DETAILS

Details

120 multiple-choice questions

3.5 hours.

Exam duration : 210 Minutes

Exam Fee: Member - \$350, Non-Member - \$505

Exam mode: online

Passing Score 70%

Question based on BABOK v3

Question type :Case + Scenario

ECBA DETAILS

Details

Duration: 1 hour

Each question will have four options

Exam fee : \$195(member), \$350(non- member)

Exam mode: online

Format: Multiple-choice Questions

Number of Questions: 50

Passing score: 70% or 35 correct answer

There is no negative marking

ECBA VS CBAP

Candidate Demographics

Eligibility Criteria

Exam Cover

Exam Structure

Study Materials

CBAP DETAILS

Details

[BABOK Guide v3](#)

[CBAP Certification Study Guide](#)

[IIBA's CBAP Handbook](#)

[Online Training Courses](#)

[Practice Exams and Question Banks](#)

[Study Groups and Forums](#)

ECBA DETAILS

Details

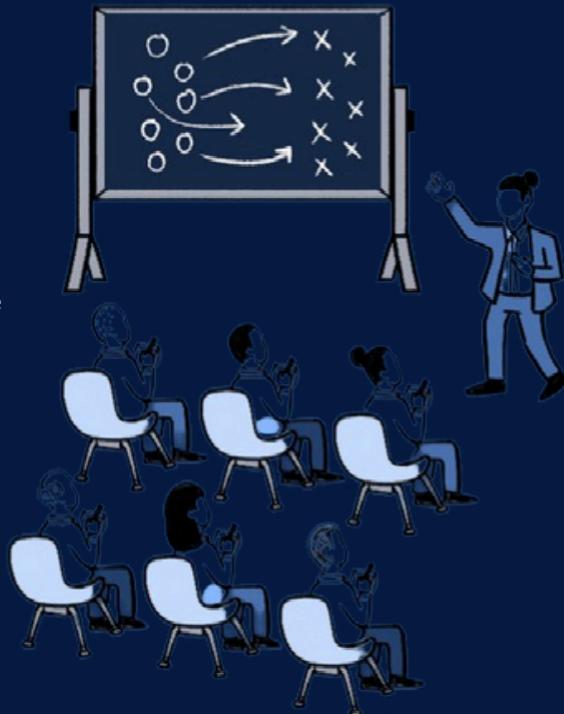
[BABOK Guide](#)

[Online Courses\(e.g., Udemy\)](#)

[Study Groups and Forums\(e.g., IIBA Chapters, LinkedIn Groups\)](#)

Strategic marketing plan of ECBA

1. Run targeted ads on platforms like LinkedIn and Facebook highlighting the benefits of ECBA certification.
2. Send regular newsletters highlighting the benefits of the ECBA certification.
3. Collaborate with colleges and universities to promote the ECBA course to their students and alumni.
4. Host online webinars and workshops to educate potential candidates about the ECBA certification process and its value in the job market.
5. Develop an email campaign targeting professionals interested in business analysis.
6. Partnership with professional organizations like the International Institute of Business Analysis (IIBA) for promotion.



Demographics for the course ECBA

1. Age Group:

18-35 years: This includes college students, recent graduates, and early to mid-career professionals who are looking to enhance their skills or shift careers.

2. Education Level:

Undergraduates: Students currently enrolled in colleges who want to gain additional skills. Graduates: Individuals who have completed their degree and are looking to specialize further or gain practical skills.

3. Professionals:

Entry-level professionals: Those in the early stages of their career looking to enhance their qualifications.

Mid-career professionals: Individuals seeking to upskill or transition into a new field.

4. Geographical Location:

Urban areas: Higher concentration of potential students with better access to technology and education.

Developing regions: There might be a significant interest in online courses due to a lack of local educational opportunities.

5. Interests and Goals:

Career Advancement: Professionals looking to climb the career ladder. Skill Development: Individuals interested in acquiring new skills or certifications. Entrepreneurship: Aspiring entrepreneurs who need specific skills to start their own businesses.

Marketing Channels

Social Media:

- Facebook & Instagram
- LinkedIn
- Twitter

Content Marketing:

- Blog Posts
- YouTube
- Webinars and Live Q&A Sessions

Email Marketing:

- Newsletters
- Targeted Campaigns



Marketing Channels

Partnerships and Collaborations:

Educational Institutions
Industry Associations

Online Communities and Forums:

Reddit & Quora
Specialized Forums

Search Engine Marketing (SEM):

Google Ads
SEO



- >> By leveraging these channels and focusing on the identified demographics, you can effectively market the ECBA certification course and drive enrollments.



Dashboard

ECBA (BUSINESS ANALYSIS)

TOTAL
REGISTRATION

1106

63.55%

Average of Attendance Rate

Skills

- Data Analysis, Stakeholder ...
- Data Science, Python
- Econometrics, Statistical An...

Job Experience (Years) and Count of ID by Skills and Qualification



Job Experience by Skills



Count of ID by Grade In Previous Course

Grade in Previous Course: A B C D F No Update



Sum of Job Experience (Years) by Qualification



Total ID and Sum of Attendance Rate by Course Fee Paid

nd 225 Flyer 203 Website 198 Online Ad 183

DataSpace ACADEMY

The ECBA course provided me with the knowledge and confidence to pursue a career in business analysis. The instructors were knowledgeable and supportive throughout the journey." - Jane D.

Why Choose ECBA?

- Gain foundational knowledge
- Increase your marketability
- Learn from industry experts

Course Highlights

- Comprehensive curriculum
- Interactive sessions
- Flexible schedule

Who Should Attend?

- Recent graduates
- Professionals transitioning
- Individuals enhancing skills

Unlock Your Potential with ECBA Certification

Elevate your career with the respected ECBA Certification program, designed to validate your expertise and open new doors of opportunity.

Comprehensive ECBA Certification Program

- Rigorous Curriculum
- Recognized Credentials
- Ongoing Support

Benefits of ECBA Certification

- Career Advancement
- Increased Earning Potential
- Professional Credibility

Enhanced Employability

- Demonstrates Commitment
- Versatility

Organizational Benefits

- Better Project Outcomes
- Increased Productivity



Unlock Your Potential with ECBA Certification

What You Will Learn

- Core Concepts
- Tools and Techniques
- Requirements Analysis
- Stakeholder Management
- Communication

Skills Eligibility and Requirements

- **Eligibility Criteria:** No prior experience required, suitable for beginners.
- **Course Duration:** Typically 20-40 hours of study.
- **Format:** Online, self-paced, or instructor-led.

Enrollment Process:

- Visit our website: [Website URL]
- Choose your preferred course format.
- Complete the registration form.
- Start your ECBA certification journey!





DataSpace
ACADEMY

Unlock Your Potential with ECBA Certification

Application Process

Submit Application

Review and Approval

Schedule Exam

Exam and Evaluation

Written Exam

Comprehensive assessment of your knowledge and skills.

Practical Evaluation

Demonstration of your ability to apply your expertise.

Final Review

Thorough evaluation to ensure you meet all certification requirements.

Connect with ECB

Call Us+1 (555) 123-4567

Email Usinfo@ecbcertification.org

Visit Our Websiteecbcertification.org

Our Office123 Main Street, Anytown USA





Strategy

Platform Selection: Reach Your Audience

Facebook
LinkedIn
Instagram

Content Strategy: Educate and Inspire

Informative Posts
Success Stories
Interactive Q&A

Paid Advertising: Amplify Your Reach

Targeted Ads
Retargeting Campaigns





Strategy

*Sponsored Content
Conversion Optimization*

Tracking Metrics: Measure Your Success

*Click-Through Rate
Website Traffic
Course Registrations
ROI*

Optimization: Refine and Improve

*Analyze Data
Test and Iterate
Adjust Strategies*





Strategy

Influencer Collaboration: Amplify Your Reach

Leverage Industry Experts to Promote the ECBA Course

Reporting and Analysis: Showcase Your Success

Metric	Result	Impact
Click-Through Rate	15%	Drove high engagement with course content
Website Traffic	25,000 visitors	Increased brand awareness and course inquiries
Course Registrations	1,200 enrollments	Exceeded enrollment targets by 20%
Return on Investment	4:1	Delivered a strong financial return on advertising spend

Example Chart





ECBA Course Cost Analysis:

Rs 16,000-Rs 17,500 per student (Assumption)

- Course duration 3 months (12 weeks)
- Classes per week: 2 days
- Mode: Online
- Teacher fees per class: Rs 1000
- Facilities cost per student (one time): Rs1000
- Other Costs (Per student one time): Rs 2000
- Profit Margin:15%-20%
- Per batch: 10 students (assumption)
- Total cost: 141,000



DataSpace
ACADEMY

DATA SPACE ACADEMY LTD. LTD.

ECBA CERTIFICATION FEEDBACK FORM LINK



Conclusion:

The ECBA Certification project successfully identified a pricing strategy for launching the course, considering costs, profit margins, and market demand. The strategic marketing plan effectively targeted potential candidates, ensuring optimal course promotion and reach. This comprehensive approach positions the new ECBA course for a successful launch and sustainable growth.





DataSpace
ACADEMY

POWERED BY DATASPACE SECURITIES PVT LTD

Thank You!
For Your Attention