北京吉利学院
BEIJING GEELY UNIVERSITY

华视传媒学院
Huashi Communication College
名师·名生·名专业

Market demand assessment

1. What is it and who is participating?
2. What does it help us with?
3. What are the perspectives and plans for the future?

Work skill Analysis

- Interviews with lighthouse CMO
- Analysis of job advertisements within sales and marketing domain
- Analysis of structured job description data (XML)
- Analysis of unstructured data – free text description of the job position
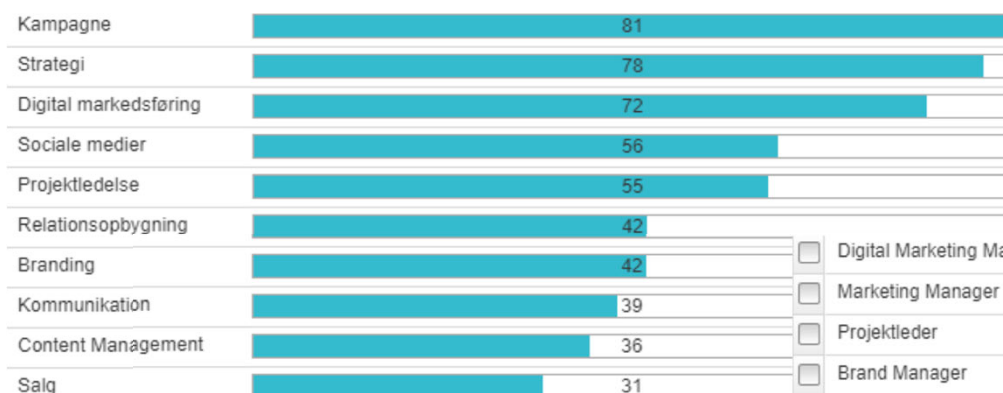- Looking for patterns in the data, current trends, changes in focus, new skills

Partners

- Technology and support partner IBM and Complex IT
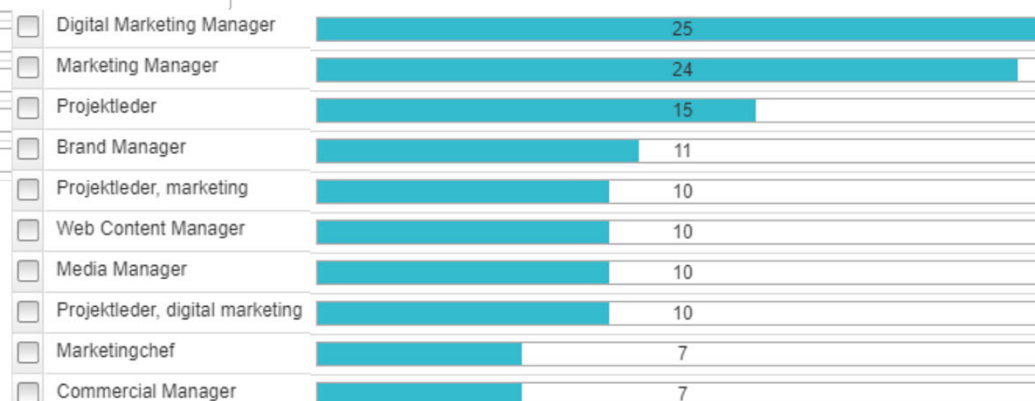- Danish Marketing Association
- Ad hoc domain experts

Platform/approach

- Watson Web and Watson Analytics
- Text analysis/mining, Part-of-speech tagging POS), semantics analysis and Natural language processing (NLP) analysis
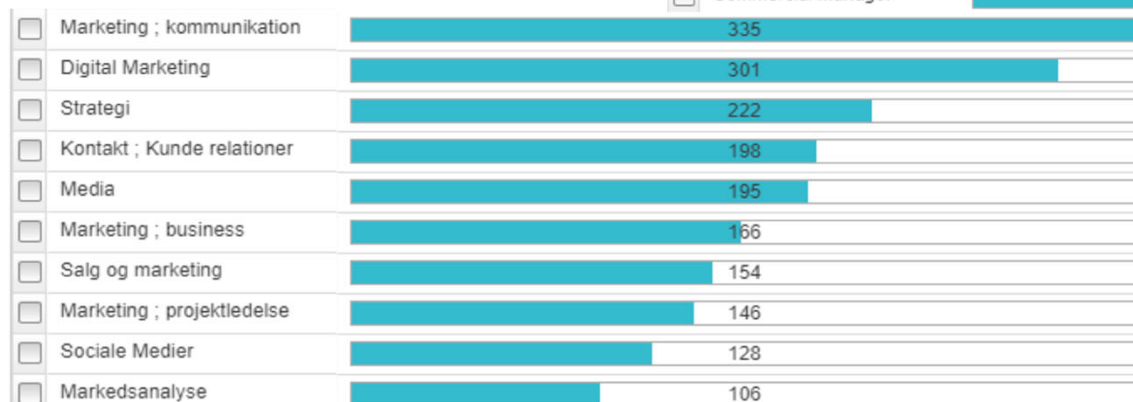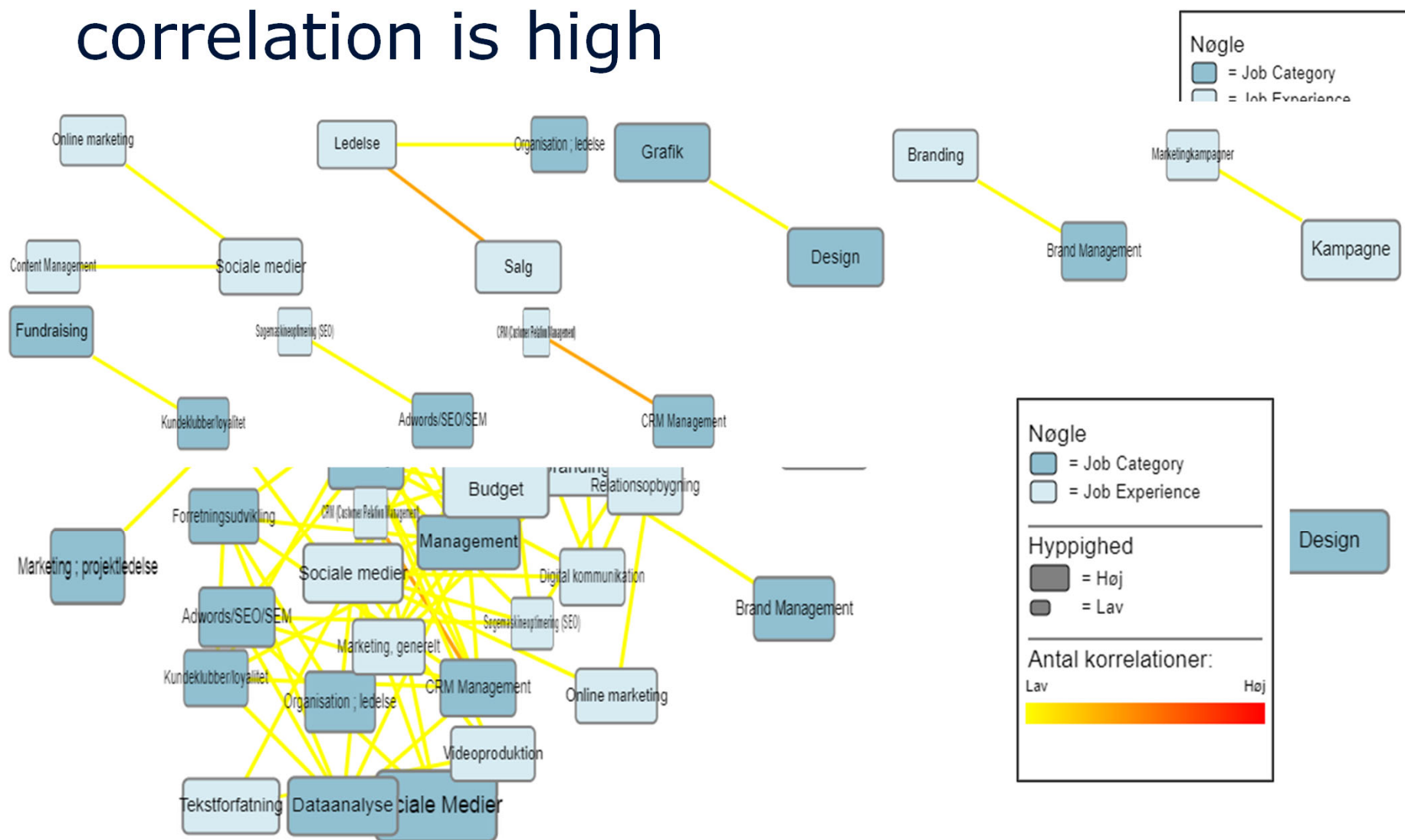- Annotations/AI/Machine learning

Job experience

Kampagne	81
Strategi	78
Digital markedsføring	72
Sociale medier	56
Projektledelse	55
Relationsopbygning	42
Branding	42
Kommunikation	39
Content Management	36
Salg	31

Job description

Digital Marketing Manager	25
Marketing Manager	24
Projektleder	15
Brand Manager	11
Projektleder, marketing	10
Web Content Manager	10
Media Manager	10
Projektleder, digital marketing	10
Marketingchef	7
Commercial Manager	7

Job types

Marketing ; kommunikation	335
Digital Marketing	301
Strategi	222
Kontakt ; Kunde relationer	198
Media	195
Marketing ; business	166
Salg og marketing	154
Marketing ; projektledelse	146
Sociale Medier	128
Markedsanalyse	106

301 jobs where "digital" is a part of the unstructured text and the correlation is high

What does it help us with?

- Spot demand changes in skill and competences from business and organisation early

- Adapt and develop teaching curicullum that nails the jobs

- Aware of skill training of teachers

- Spot the leading companies to work with

- Ressource and value optimization

Automatic Part of Speach identification

Imagination and modeling is the limit!

The word "digital" as noun with a high corelation value – 2,9 out of 10.
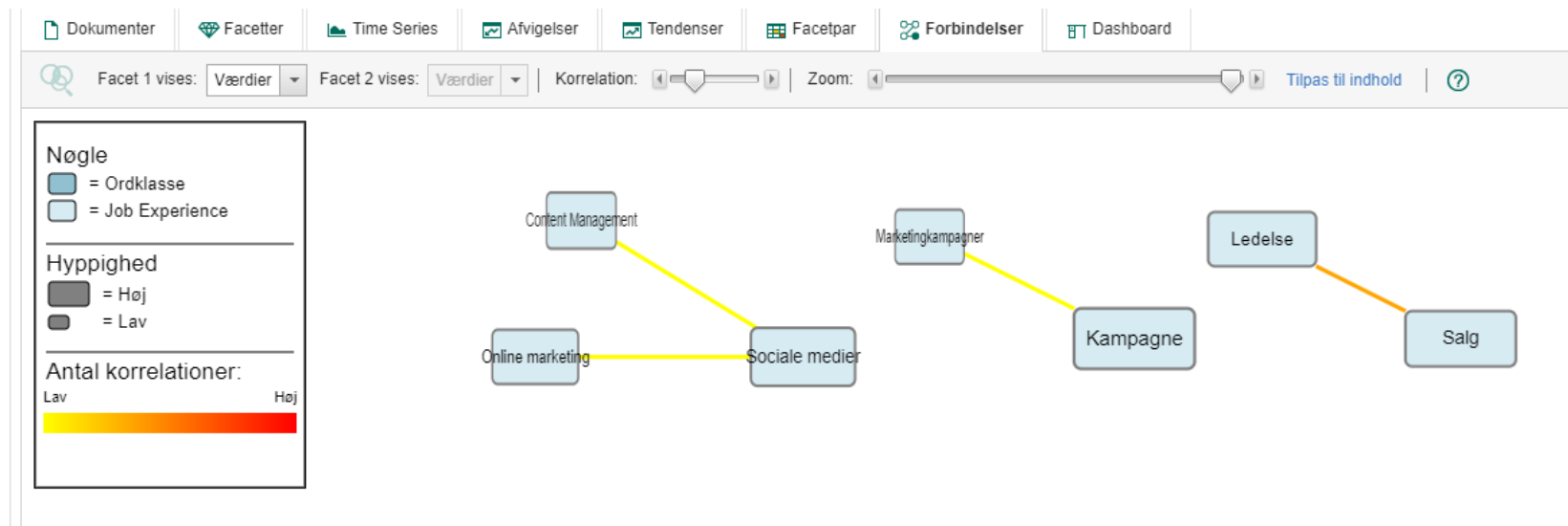
Perspectives

- Provide a by annual competencies report
- Identify soft skills as key to success
- Build a dynamic tool for companies to spot trends and prioritize investments
- Branding of CPHbusiness as the knowledge driven organisation
- Bring the data analysis and data driven approach into daily teaching
- Reach out for other domains