Subject Option 1 : %%first_name%%, learn Python and become a data expert

Subject Option 2 : %%first_name%%, learn Python and excel your career

Subject Option 3: Learn the #1 skill today's top tech companies want

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[EMAIL TITLE]
THE TOP SKILL TODAY'S COMPANIES NEED
PYTHON FOR MANAGERS (ONLINE)

[CTA Button]
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STARTS ON	DURATION	PROGRAM FEES
March 4, 2020	2 months online 6-8 hours per week	$2,250 *Flexible payment available* *Special group enrollment pricing*

We live in a world rich with big data. To sort this data quickly, business professionals need to know code, like Python. Just a few years ago, this wasn't the case. Analysts, product managers, and even finance specialists relied on Excel to format and summarize information. But Excel can't handle the vast data most companies now manage.

It's a new era of big data, and only code can handle it.
Did you know technology giants, Amazon and Facebook, prefer hiring MBA graduates who know Python? This isn't because they'll be software engineers. It's because Python lets you:

- Work with large amounts of data
- Manage data more quickly and efficiently
- Automate repetitive data tasks
- Perform complicated algorithms

Even if you don't work in technology, you'll still want to know Python as it's today's tool for managing data. It can help product managers and marketers deliver better business results. And, it can help them manage data more quickly and efficiently than older tools, like Excel.

Ready to enroll in one of Columbia Business School's *most popular* programs?

[CTA BUTTON] LEARN MORE
[EMBEDDED VIDEO]

During this 2-month, engaging program, you'll learn:

- The fundamentals of coding in Python with a focus on practical business applications
- How to read and write scripts
- Effective communication techniques for working with programmers
- How to organize and interpret data—and techniques that go beyond Excel
- How to combine multiple data sources for better insights
- The practical applications of web scraping and APIs

Who's this program for?

This program is uniquely designed for any anyone who is analyzing large amounts of data and has outgrown Excel. This might include:

- Product managers, growth hackers, business strategy managers, and product marketing managers
- Risk managers, portfolio managers, and high frequency traders
- Data analysts, data scientists, analytics managers, and VPs
- Management consultants
- Entrepreneurs

Don't delay. Enrollment is filling up fast.

We offer flexible payment options starting at $XXXX. Contact your program advisor to learn more.

<NAME OF PROGRAM ADVISOR>

Note: Columbia Business School Executive Education is collaborating with online education provider EMERITUS to offer a portfolio of high-impact online programs. These programs leverage Columbia's thought leadership in management practice developed over years of research, teaching, and practice. By collaborating with EMERITUS, we are able to broaden access

beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality of Columbia Business School Executive Education and Columbia as a whole.