



Course Description

MAR2704 | Marketing Web Analytics | 3.00 credits

This course helps students to develop a deep understanding of the digital analytics landscape. The student will learn how to identify which metrics best measure web, mobile, social and marketing channels, and how organizations use web analytics to obtain higher profits, improved customer relationships, and measurable value.

Course Competencies:

Competency 1: The student will identify how organizations use web analytics to promote measurable value by:

1. Defining the landscape of web marketing analytics
2. Evaluating web analytic tools' strategic and operational aspects (e.g., dashboards, forecasting, etc.) and technologies
3. Explaining the difference between paid, owned, and earned media
4. Evaluating web marketing analytics methods
5. Describing the purchase funnel as a framework for measurement
6. Defining Key Performance Indicators (KPIs) and the translation of marketing metrics (e.g., social, web, offline, and multi-channel) to business results reporting (e.g., ROI, revenue performance, and activity levels)

Competency 2: The student will recognize the importance of using web analytics to evaluate and optimize websites and other digital assets by:

1. Identifying the components of a website that can be measured and improved (e.g., conversion rate, optimization, etc.)
2. Explaining how website visitors navigate and interact with a website to lead to marketing goal attainment and e-commerce conversion
3. Identifying different traffic sources and data flow (e.g., direct, referring, search traffic, etc.)
4. content to be measured (e.g., pages, landings, etc.)
5. Using social media analytics and explaining the importance of inbound traffic
6. Utilizing A/B testing to increase conversion rates
7. Addressing privacy issues and concerns (e.g., permission and consent) related to the capture, storage, sharing, and use of collected marketing information

Competency 3: The student will evaluate the different means of monitoring and measuring marketing campaigns by:

1. Measuring, reporting, analyzing, and managing a campaign's business performance
2. Using web analytics to optimize campaigns. c. Comparing and contrasting search ads analytics / Return on Investment (ROI) measurement and social ads analytics / Return on Investment (ROI) measurement

Competency 4: The student will explain how marketing web analytics can impact business decision-making by:

1. Identifying how an organization can create a data-driven organizational culture
2. Defining user experience research methods for a deep knowledge of the complete customer experience
3. Developing the principles of information design and data visualization

Learning Outcomes:

- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning