



Course Description

MAR2935 | Fundamentals of Google Analytics | 1.00 – 3.00 credits

This course illustrates the advanced analytical tools of Google Analytics to provide students with an understanding of how to use data to drive digital business and marketing campaigns. The course will introduce topics ranging from performance measurements, basic metric definition, socio-demo data and website traffic evaluation.

Course Competencies

Competency 1: The student will apply the concepts of Google Analytics by:

1. Defining the basics of digital analytics
2. Exploring the Google Analytics platform with a demo account
3. Labeling and defining the Google Analytics glossary

Competency 2: The student will recognize the Google Analytics layout by:

1. Identifying the navigation options in Google Analytics
2. Utilizing Google Analytics Reports to make marketing decisions
3. Recognizing how to set up dashboards and shortcuts

Competency 3: The student will analyze how to setup and configure Google Analytics by:

1. Examining the setup of Google Analytics and a tracking codes / tags in websites
2. Defining how to set up business goals in Google Analytics
3. Illustrating how to create filters to reporting views
4. Recognizing how to set up ecommerce tracking in Google Analytics
5. Formulating a basic campaign and campaign conversion tracking metrics

Competency 4: The student will assess the use of the Google Analytics reporting system by:

1. Exploring the main tools for reporting under Google Analytics
2. Demonstrating the methodology on analyzing real time Reports
3. Analyzing audience reports
4. Utilizing acquisition reports and behavior reports

Competency 5: The student will identify advanced analysis tools and techniques and their usage by:

1. Comparing and contrasting data segmentation
2. Defining data by channel and audience
3. Illustrating how to analyze data with custom reports
4. Discussing the use of remarketing

Learning Outcomes:

- Use quantitative analytical skills to evaluate and process numerical data
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively