MIS370: WEB ANALYTICS

Credit Hours: 3

Contact Hours: This is a three-credit course, offered in accelerated format. This means that 16 weeks of material is covered in eight weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

This course provides an overview of the tools and techniques for analyzing website data. The course will focus on interpreting website data to make decisions about performance. Topics included are clickstream analysis, measuring website success and performance, website strategy testing, keyword analysis, and social media and blog analysis.

Course Overview:

This course covers marketing basics, website analytics, keywords, social media and mobile optimization, A/B testing, data visualization, and the legal and ethical issues associated with marketing analytics.

You will learn this material through readings, videos, and activities. Your knowledge will be assessed through quizzes, discussion posts, papers, projects, and activities. Your work over the eight weeks will culminate in a Portfolio Project in which you will either create an A/B test or identify a strategy and website metrics for a specific company. Each week's activities build on the previous week's, as you'll explore the many attributes of web site and social media analytics for a company of your choice.

Course Learning Outcomes:

1. Explain the performance factors that determine website success.
2. Analyze clickstream metrics to make decisions.
3. Employ analysis to test and experiment with website strategy.
4. Demonstrate keyword and website traffic analysis.
5. Explain the analysis techniques for the emerging markets of social media, blogs, and mobile technology.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first seven days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

Grigsby, Mike. (2018). *Marketing analytics: A practical guide to improving insights using data techniques*. (2nd ed.). London: Kogan Page.

- Print ISBN: 9780749482169

- eText ISBN: 9780749482176

Hemann, C., & Burbary, K. (2018). *Digital marketing analytics*. (2nd ed.). New York, NY: Pearson.

- Print ISBN: 9780789759603

- eText ISBN: 9780134998657

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

· Chapters 1 & 4 in *Digital Marketing Analytics*
· Chapters 2 & 3 in *Marketing Analytics*
· Rudov, L., McCormick-Ricket, I., Kingsmill, D., Ledford, C., & Carton, T. (2017). Evaluation recommendations for nonprofit social marketing campaigns: An example from the Louisiana Campaign for Tobacco-Free Living. *International Journal of Nonprofit and Voluntary Sector Marketing, 22*(1).

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 2

Readings

· Chapters 2 & 3 in *Digital Marketing Analytics*
· Chapter 1, 9, & 10 in *Marketing Analytics*
· Moses, D., Fuglestad, K., Maki, S., & Terveen. (2017). Encouraging online engagement: The role of interdependent self-construal and social motives in fostering online participation. *Personality and Individual Differences, 133*, 47-55.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking: Title (90 points)

Option 1: Website Design, Data, and Segmentation

For this CT Assignment, you've just been hired onto a restaurant's marketing team. The restaurant specializes in German cuisine and has five brick-and-mortar restaurants located in two states, a delivery service, and a catering service.

The restaurant's marketing team wants to overhaul the company's website to appeal to a younger demographic. Additionally, the team wants to start collecting customer data, so it can better target specific demographic and geographic attributes.

Your task is to create a PowerPoint presentation that:

· identifies the primary and secondary goals for the new website—be sure to address segmentation and how the website supports the various components of the restaurant business.
· flags the various "touch points" on the new website where customer data will be collected.
· discusses how the gathered data will be organized and used to support marketing campaigns.
· summarizes the key points on a "Conclusions" slide.

Your PowerPoint presentation should meet the following requirements:

· **Be 5-7 slides, not including title and reference pages, with well-written speaker notes and informative graphics.**
· Use terms, evidence, and concepts from class readings.
· Cite at least three credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. Refer to your citations in your speaker notes. The CSU Global Library is a great place to find resources including: Creating A Visual Presentation.
· Be formatted according to CSU Global Guide to Writing & APA. If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

Option 2: Segmentation and Marketing Campaigns

As Chapter 9 in the *Marketing Analytic*s textbook points out, segmentation can be a powerful tool for businesses, leading to insightful data analytics.

For this CT Assignment, you've just been hired onto a restaurant's marketing team. The restaurant specializes in German cuisine and has five brick-and-mortar restaurants located in two states, a delivery service, and a catering service. It's been collecting customer data through its social media platforms, website, phone orders, and emails.

You know that the restaurant marketing staff members want to launch a marketing campaign tied into Oktoberfest, but they're unsure of how to segment and reach their customers to the best effect.

In a PowerPoint presentation:

· Considering all the variables the restaurant faces, discuss how you would establish a taxonomy for the segments you would want to analyze.
· Describe 5-8 customer attributes you'll use to identify the *best* target segment for this campaign.
· Outline what types of sensitives you would want to test for among your segments and explain why.

Your PowerPoint presentation should meet the following requirements:

· **Be 5-7 slides, not including title and reference pages, with well-written speaker notes and informative graphics.**
· Use terms, evidence, and concepts from class readings.
· Cite at least three credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. Refer to your citations in your speaker notes. The CSU Global Library is a great place to find resources including: Creating A Visual Presentation.
· Be formatted according to CSU Global Guide to Writing & APA. If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

Mastery Exercise (10 points)

Module 3

Readings

·   Chapter 6 & 9 in *Digital Marketing Analytics*
·   Chapters 4 & 5 in *Marketing Analytics*

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking: Title (90 points)

OPTION #1: Website Analytics—Metrics and Data (Government Agency)

Although you've not yet completed your CSU Global Website Analytics course, you've been hired by a government agency to work on their web analytics. Clearly, your reputation precedes you! Now, it's time to get to work on this multi-part CT Assignment to help prepare for your assignment.

Part One. Watch the Learning web analytics video by Bailey.

Part Two. Pick a government agency—it can be a federal, state, local, or tribal organization.

Part Three. In a concise, well-written paper:
·   Identify your agency and provide a brief description.
·   List five goals or objectives for users of the organization's website.
·   Identify specific website metrics to measure how well you're performing against your goals/objects.
·   Explain how you'll use the metric data to evaluate performance over time.

Your paper must meet the following requirements:

·   Be 2-3 pages, not counting the title and reference pages, which you must include.
·   Use terms, evidence, and concepts from class readings.
·   Cite at least three credible sources. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The CSU Global Library is a great place to find resources.
·   Be formatted according to CSU Global Guide to Writing & APA.
·   If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

Reference:

Bailey, M. (2018). Learning web analytics. Retrieved from
https://www.linkedin.com/checkpoint/enterprise/login/2245842?pathWildcard=2245842&application=l
earning&redirect=https%3A%2F%2Fwww%2Elinkedin%2Ecom%2Flearning%2Flearning-web-analytics-
2%3Fu%3D2245842

OPTION #2: Website Analytics—Metrics and Data (Nonprofit Organization)

Although you've not yet completed your CSU Global Website Analytics course, you've been hired by a nonprofit organization to work on their web analytics. Clearly, your reputation precedes you! Now, it's time to get to work on this multi-part CT Assignment to help prepare for your assignment.

Part One. Watch the Learning web analytics video by Bailey.

Part Two. Pick a nonprofit organization that is listed in Charity Navigator.

Part Three. In a concise, well-written paper:
· Identify your global nonprofit organization and provide a brief description.
· List five goals or objectives for website users explaining why these are unique to your nonprofit.
· Identify specific website metrics to measure how well you're performing against your goals/objects.
· Explain how you'll use the metric data to evaluate performance over time.

Your paper must meet the following requirements:

· Be 2-3 pages, not counting the title and reference pages, which you must include.
· Use terms, evidence, and concepts from class readings.
· Cite at least three credible sources. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The CSU Global Library is a great place to find resources.
· Be formatted according to CSU Global Guide to Writing & APA.
· If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

Reference:

Charity Navigator. Retrieved from https://www.charitynavigator.org/

Module 4

Readings

· Chapters 5, 7, & 8 in *Digital Marketing Analytics*
· Ramaboa, K. M., & Fish, P. (2018). Keyword length and matching options as indicators of search intent in sponsored search. *Information Processing and Management, 54*(2), 175-183.
· Oetting, J. (2018). The ultimate guide to SEO in 2018. Retrieved from
https://blog.hubspot.com/marketing/seo

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Milestone (50 points)

OPTION #1: Website Analytics

Retaining loyal customers is paramount for companies. Why? Because on average, it is 5 to 25 times more expensive to acquire a new one, according to the *Harvard Business Review*. That's why website analytics are so important for assessing customer loyalty.

For this assignment, craft a well-researched paper:

· Identify and discuss a minimum of three metrics that can be used to assess customer loyalty at a website. Identify the components of the measure, what it is measuring, and why it is important.
· Identify and discuss a minimum of three metrics that measure the effectiveness of an online loyalty program. Identify the components of the measure, what it is measuring, and why it is important.
· Analyze the loyalty program at a website familiar to you and identify the online analytics that the company likely is performing at its website to measure the program's effectiveness.

Your paper must meet the following requirements:

· Be 3-4 pages, not counting the title and reference pages, which you must include.
· Use terms, evidence, and concepts from class readings.
· Cite at least three credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The [CSU Global Library](#) is a great place to find resources.
· Be formatted according to [CSU Global Guide to Writing & APA](#). If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the [CSU Global Library's](#) homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

OPTION #2: Influencer Analysis Tools

Congratulations on getting through half the course! Based on your success, you're now in charge of online analytics for a trendy new coffee and wine shop called Beans and Grapes located in the heart of Austin, Texas.

Yikes! What do you do next?

Return to Chapter 8 of the *Digital Marketing Analytics* textbook and re-read the chapter. Then, start to formulate a plan that reflects what this type of retail shop in this location might care most about from a website analytics perspective.

Specially for this assignment, craft a well-researched paper:

- Identify and discuss two influencer analysis tools. Describe the purpose of each and what it is measuring.
- Describe how you would use these tools to help Beans and Grapes create an online influence strategy.
- Synthesize how you would measure the success of your online influence strategy for the company, paying particular attention to the role of the website.

Your paper must meet the following requirements:

- Be 3-4 pages, not counting the title and reference pages, which you must include.
- Use terms, evidence, and concepts from class readings.
- Cite at least three credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The CSU Global Library is a great place to find resources.
- Be formatted according to CSU Global Guide to Writing & APA. If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

Module 5

Readings

- Ketelaar, B., Van Woudenberg, R., Konig, H., & Janssen. (2018). "Opening" location-based mobile ads: How openness and location congruency of location-based ads weaken negative effects of intrusiveness on brand choice. *Journal of Business Research, 91*, 277-285.
- Holsapple, C.W., Hsiao, S., & Pakath, R. (2018). Business social media analytics: Characterization and conceptual framework. *Decision Support Systems, 110*, 32-45.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking: Title (95 points)

OPTION #1: Social Media Platforms and Metrics Recommendations

Read Driver's (2018) article: Guide to Social Media Analytics.

Then return to the organization you used in Module 2's discussion. Answer the following in a concise paper:
- Identify, analyze, and recommend three social media platforms for the organization that you used in your Module 2 discussion post.
- Set social media goals for your organization.

- Identify, analyze, and justify five analytic metrics for each platform. You may repeat metrics, but they must be aligned with the organization's goals and address the strengths of the specific social media platform.
- Synthesize your findings in a conclusion.

Your paper must meet the following requirements:

- Be 3-4 pages, not counting the title and reference pages, which you must include.
- Use terms, evidence, and concepts from class readings.
- Cite at least three credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The CSU Global Library is a great place to find resources.
- Be formatted according to CSU Global Guide to Writing & APA. If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

Reference:

Driver, S. (2018). Guide to social media analytics. Retrieved from https://www.businessnewsdaily.com/10694-understanding-social-media-analytics.html

OPTION #2: Social Media Analytics Tool Selection

For this CT Assignment, you're still working on the restaurant's marketing team from Module 2. Remember…the restaurant specializes in German cuisine and has five brick-and-mortar restaurants located in two states, a delivery service, and a catering service. It's been collecting customer data through its social media platforms, website, phone orders, and emails.

You know that the restaurant marketing staff members are very interested in social media analytics. You've been tasked to help them pick a tool for this.

Your paper must meet the following requirements:

- Be 3-4 pages, not counting the title and reference pages, which you must include.
- Use terms, evidence, and concepts from class readings.
- Cite at least three credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The CSU Global Library is a great place to find resources.
- Be formatted according to CSU Global Guide to Writing & APA. If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

Module 6

Readings

· Chapters 6, 7, 11, & 12 in *Marketing Analytics*
· Kohavi, R., & Thomke, S. (2017). The surprising power of online experiments: Getting the most out of A/B and other controlled tests. *Harvard Business Review, 95*(5), 152-152.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking: Title (95 points)

OPTION #1: A/B Testing (Kolowich, 2018)

Review the Kolowich (2018) article on A/B testing: How to do A/B Testing: A Checklist You'll Want to Bookmark.

Now in a concise paper:

· Define A/B testing in your own words, using sources to validate your explanation.
· Return to your Module 2 website and create an A/B test for this organization's landing page that follows the checklist in the Kolowich article, recognizing that you won't actually be able to conduct the test. Describe the test in your paper. If you choose, you may include graphics of mockups in an appendix to the paper, but this is not mandatory.
· End your paper with a conclusion that synthesizes your key findings, including predicting what you think the results of your A/B test would be.

Your paper must meet the following requirements:

· Be 2-3 pages, not counting the title and reference pages, which you must include.
· Use terms, evidence, and concepts from class readings.
· Cite at least three credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The CSU Global Library is a great place to find resources.
· Be formatted according to CSU Global Guide to Writing & APA. If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

Reference:

Kolowich, L. (2018). How to do A/B testing: A checklist you'll want to bookmark. Retrieved from https://blog.hubspot.com/marketing/how-to-do-a-b-testing

OPTION #2: A/B Testing (Split Testing)

Review the Facebook webpage on A/B testing: Split Testing.

Now in a concise paper:

· Define A/B testing in your own words, using sources to validate your explanation.
· Choose an organization with a Facebook page. It can be the same organization that you used in Module 2's discussion post.
· Following the guidance in the Facebook article, create and describe an A/B test you would conduct on Facebook for this organization. Describe your goal, what you're testing, and how you set up the test.
· End your paper with a conclusion that synthesizes your key findings, including predicting what you think the results of your A/B test would be.

Your paper must meet the following requirements:

· Be 2-3 pages, not counting the title and reference pages, which you must include.
· Use terms, evidence, and concepts from class readings.
· Cite at least three credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The CSU Global Library is a great place to find resources.
· Be formatted according to CSU Global Guide to Writing & APA. If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Review the grading rubric to understand how you will be graded on this assignment. Reach out to your instructor if you have questions about the assignment.

Reference:

Facebook. (2018). Split testing. Retrieved from https://www.facebook.com/business/measurement/split-testing?ref=search_new_8

Module 7

Readings

· Chapters 12 & 14 in *Digital Marketing Analytics*
· Jumaah, F. A. (2017). Website clickstream data visualization using improved Markov Chain Modelling in Apache Flume. *MATEC Web of Conferences, 125*. Retrieved from https://www.matec-conferences.org/articles/matecconf/pdf/2017/39/matecconf_cscc2017_04025.pdf
· Sowkhya, B., Amaduzzi, S., & Raawal, D. (2018). Visualization and analysis of cellular & Twitter data using QGIS. *The International Archives of the Photogrammetry, 42*(4), 199-209. Retrieved from https://www.int-arch-photogramm-remote-sens-spatial-inf-sci.net/XLII-4-W8/199/2018/isprs-archives-XLII-4-W8-199-2018.pdf

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

CPC-Based Comprehensive Exam (50 Points)

The Common Professional Component (CPC)-based Comprehensive Exam is an assessment that measures the foundational knowledge areas of the following programs: Business Finance, Business Integration and Strategic Management, Economics, Information Management Systems, Legal Environment of Business, and Management. The exam is conducted by Peregrine Academic Services and the exam data will help CSU-Global assess the quality of its academic programs so that the school can improve its programs and provide the best possible educational experience for all students. This is not an individual assessment of knowledge, so there is no need to prepare for this exam. However, take your time and do your best. You have three hours (180 minutes) to complete the exam, though most students are able to finish it in 90-120 minutes. You must complete the exam in one sitting. Additionally, you will not receive an individual grade based on how well you do on the exam, but you will receive 50 points for completing it. These 50 points will factor in as part of your total course grade.

Important tips before you access the self-registration page:

Make sure you allow yourself enough time to complete the exam. (While you have up to three hours to complete the exam, we recommend allowing at least 120 minutes.)

If you do not plan to complete the exam all at one time, save the email you receive upon completing the self-registration process as it provides a link to access the exam again. **Remember to finish the exam within 48 hours of starting it!**

This is a timed exam. It contains 60 questions and you have a total of three hours to complete it, which is an average of about three minutes per question. This should be plenty of time.

Any technical issues or "locked out" issues need to be addressed through the Peregrine support team, available here: Support@PeregrineAcademics.com

Once you have completed the exam you will receive a confirmation email and PDF certificate. Download and save the certificate to your computer. To receive credit for taking the exam you must upload the certificate you received from this assignment in the Module 7 folder.

Steps for self-registration:

- To self-register, have the following information ready:
    - Your CSU-Global email address
    - Your degree program
    - Your term (such as Spring-A, Winter-C, Fall-B)
    - The assessment password: CSUG-1001

To begin the self-registration process, access the Peregrine Academic Services page for CSU-Global using the following link, and follow the instructions provided there:

http://www.peregrineacademics.com/csu-global

The registration process should take about five minutes to complete. Upon completion of your registration, you will receive a confirmation email with your exam/course link for taking the exam. If you

have any problems regarding the registration process, visit the Peregrine technical support page at http://www.peregrineacademics.com/support.

Thank you for your efforts in helping CSU-Global ensure the highest quality of its academic programs!

Module 8

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (300 points)

OPTION #1: Analytic Metrics to Assess Success

Step One

Acting in the role of a product manager, you're getting ready to launch a new product for a company. Hooray! But senior management is getting antsy and wants to know what your online strategy is and how you will measure success. The company has invested a lot of money in its website, and they want to see results. STAT.

Pick a company whose website you frequent often. Identify and describe the company, as well as an idea you have for a product launch. Briefly describe your target audience and the campaign's core goals. It's go time!

Step Two

In the second part of your project, write a paper:

· Describe your strategy for the company's website, especially the landing page as it relates to the new product launch.
· Describe your strategy for the company's PPC campaign as it relates to the new product launch.
· Describe your strategy for increasing engagement and deepening customer loyalty as they relate to the new product launch.
· Next, identify and describe the analytic metrics you would use to assess the success of all three components. Be sure to think **both strategically and tactically and justify your choices**.
· Identify and discuss the tools you will use to track your metrics.
· Finally, identify any legal or ethical issues you must consider with your work on the landing page, ppc campaign, and email campaign.
· Include a conclusion that synthesizes your key findings.

Your paper must meet the following requirements:
· Be 8-10 pages, not counting the title and reference pages, which you must include.
· Use terms, evidence, and concepts from class readings.

- Cite at least six to eight credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The CSU Global Library is a great place to find resources.
- Your paper must be formatted according to CSU Global Guide to Writing & APA. If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

OPTION #2: A/B Experiment to Assess Success

Step One

Acting in the role of a product manager, you're getting ready to launch a new product for a company. Hooray! But senior management is getting antsy and wants to know what your online strategy is and how you will measure success. The company has invested a lot of money in its website, and they want to see results. STAT.

Pick a company whose website you frequent often. Identify and describe the company, as well as an idea you have for a product launch. Briefly describe your target audience and the campaign's core goals. It's go time!

Step Two

In the second part of your project, write a paper:

- Describe your strategy for the company's website, especially the landing page as it relates to the new product launch.
- Describe your strategy for the company's PPC campaign as it relates to the new product launch.
- describe your strategy for increasing engagement and deepening customer loyalty as they relate to the new product launch.
- Design an A/B experiment to assess the success of each component moving forward: landing page, PPC, and customer loyalty. Use the goals of driving prospective and current clients to the website and converting visitors to customers to help guide your work.
- Finally, identify any legal or ethical issues you must consider with your work on the landing page, PPC campaign, and email campaign.
- Include a conclusion that synthesizes your key findings.

Your paper must meet the following requirements:
- Be 8-10 pages, not counting the title and reference pages, which you must include.
- Use terms, evidence, and concepts from class readings.
- Cite at least six to eight credible sources for this assignment. Credible sources include peer-reviewed articles, books, or documents from the government or established professional organizations. The CSU Global Library is a great place to find resources.

Your paper must be formatted according to CSU Global Guide to Writing & APA. If you need assistance with your writing style, start with the links under the Research Help and Writing Help tabs on the CSU Global Library's homepage.

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

Course Grading

20% Discussion Participation
0% Opening Exercises
8% Mastery Exercises
37% Critical Thinking Assignments
35% Final Portfolio Project and Milestone

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our **In-Classroom Student Policies and Guidelines** or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity
Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see CSU-Global Guide to Writing & APA Requirement*s* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style
All students are expected to follow the CSU-Global Guide to Writing & APA Requirements when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the "APA Guide & Resources" link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement
CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette
Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.