INDIANA TECH

Course Number: BA 4320

Course Title: Web Analytics

Course Description:

This course explores the use of web analytics tools to study the online experience in order to improve it. Also covered are social media analytics features, advanced segmentation displays, multi-dashboard configuration, and using Top 20 reports. 3 credits (3 plus 0).

Prerequisites: BA 2320, MA 2025.

Credit hours: 3

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

1. Identify the basic principles of web metrics/analytics and search engine optimization.
2. Understand the collection, analysis, and reporting of digital traffic for measurement and optimization of Internet marketing programs.
3. Recognize web analytic tools for measuring website traffic, conducting business/market research, estimating usage patterns for digital campaigns, and providing insights into visitor behavior.
4. Develop a performance tracking system based on analytics and key performance indicators.

College of Professional Studies
BA 4320 Web Analytics
Online Syllabus Course Content
Instructor Information
Please see Professor Profile at the Blackboard instructional site.

Course Schedule
Please see Course Schedule in the Course Syllabus area of the Blackboard instructional site.

Online Course Policies
All of the online courses taken by students are required to follow the policies posted online at http://online.indianatech.edu/tech-policies/policies/. Please review the posted policies carefully. If you are unable to abide by the policies listed, please contact the Warrior Information Network (WIN) at 888.832.4742 and request to withdraw from this course.

Textbook
Clifton, B. (2012). *Advanced web metrics with Google analytics* (3rd ed.). Hoboken, NJ: John Wiley & Sons Inc.

Grading Events & Grading Criteria

All assignments will be submitted for grading by 11:59 PM on the due date via Blackboard.

Course Preparation Quiz	1 @ 10 points	10
Class Projects	5 @ 30 points	150
Examinations	5 @ 50 points	250
Discussions	10 @ 10 points	100
Total Points Possible		510

Examinations
There will be five (5) exams in this course - one in each Module – worth 50 points each. Exams will be based on the book and the lectures. <u>Note you must complete examinations by the due date or you will not be able to access them. Also, once you access an examination, you must complete it. There is no starting over or resuming an exam.</u>

Class Projects
You will be assigned five projects (one for each module). These projects will help to understand how web content and web analytics work.

You will receive up to 30 points for each project.

Discussion Assignments
You will be assigned 10 discussions (two for each module). The discussions will be based on the projects as well as the readings. The discussions will be worth 10 points each.

Grading Criteria: Initial posts should be substantial. Seek to expand your answers by explaining the text concept where applicable, and always provide personal examples/illustrations from current or former employment or household; whatever is appropriate to fully answer the question and applicable to the subject. Assignment #2 is the reply category. Reply to AT LEAST two classmates' postings with comments, questions, and requests for further information or explanation. Make these replies scholarly but conversational. Try to communicate (Discuss) back and forth. Assignment #3 involves your response to classmates who have responded to your posting. Be certain you have answered all questions before the time deadline.

This class will operate in the online seminar format. Therefore, it is expected that all reading will be completed during the module period; outside assignments will be completed and posted as required; student will participate in online Blackboard discussions; assignments will be prepared in a professional manner; active class participation in Blackboard is required.

Grading Scale
The following grading scale will be used to assign a grade at the end of the course:

Percentage Achieved	Grade	Percentage Achieved	Grade	Percentage Achieved	Grade
93% or above	A	80% or above	B-	70% or above	C-
90% or above	A-	77% or above	C+	60% or above	D
87% or above	B+	73% or above	C	Below 60%	F
83% or above	B				

Late Assignments
All assignments and required online activities are due according to the deadline listed in the course schedule. Granting deadline extension is the course instructor's autonomy.

Incompletes
If you are unable to complete the requirements for this course due to extenuating circumstances, an Incomplete grade (I) may be granted if you meet the general guidelines stated below.

General Guidelines for submitting a course incomplete request:
- More than 50% of the course session has elapsed.
- The student has encountered an unexpected situation that is beyond his or her control.
- The student is
  - in good academic standing -- up-to-date on all of the course assignments and has at least an overall passing grade,

- able to complete all of the remaining coursework within a session (5 weeks for a undergraduate course and 6 weeks for a graduate course) that immediately follows the session the student is currently enrolled, and
- able to provide support documentations to substantiate the need for extra time should a session is not enough to complete the course requirements.

If an Incomplete is granted, the instructor will set a deadline for all work to be completed. **The deadline cannot go past one (1) session.** All incomplete grades and deadlines are subject to approval by the designated University authority.

Course Related Communication

Online courses are conducted in an accelerated format. Timely communication is very important. When receiving emails from your classmates or instructor, please respond as soon as you can.

Students are REQUIRED to use their Indiana Tech email account for all course related communication. The most direct, and effective, way to email your course instructor and classmates, is by using the Send Email function within the Blackboard course site. When you use the Send Email function, you automatically receive a carbon copy of the email you sent. In the event when you need to substantiate your claim that you did email your classmates or instructor, you can show that carbon copy to the person(s) who requested it.

Please note that Blackboard only permits you to send email, it does not provide you with the check email function. All of the emails your classmates and instructor send to you will be delivered to your Indiana Tech email account. You are strongly encouraged to check your Indiana Tech email account regularly, preferably several times a week, to minimize the likelihood of miscommunication.

The University policy requires each online course instructor to respond to a student's email within 24 hours. Unless there is an extraneous situation that prevents the instructor from following this rule, you can expect to hear from the instructor within 24 hours. If you don't receive a reply within 24 hours, please do not hesitate to follow up with another email or forward the carbon copy of the email you sent to OnlineSupport@IndianaTech.edu with a note "Please help. It's been 24 hours and I have not heard from my instructor" and the University support staff will act on your behalf to contact your course instructor.

Learning Objective-Driven Web Links

https://www.digitalanalyticsassociation.org/

http://www.sempo.org/

http://www.cmo.com/

https://www.iab.com/

Recommended Reading

Sweeney, S., Dorey, E., & MacLellan, A. (2015). *3G Marketing on the Internet: Third-Generation Internet Marketing Strategies for Online Success*(Vol. 1). Marketing Publications.

Ryan, D. (2014). *The Best Digital Marketing Campaigns in the World II*. Kogan Page Publishers.

Beasley, M. (2013). *Practical web analytics for user experience: How analytics can help you understand your users*. Newnes.

Heinze, A., Fletcher, G., & Rashid, T. (Eds.). (2016). *Digital and Social Media Marketing: A Results-driven Approach*. Taylor & Francis.

Prasad, A. V. K. (2016). Web Analytics for Web Site Quality Improvement. In *Design Solutions for Improving Website Quality and Effectiveness* (pp. 276-294). IGI Global.

Strauss, J. (2016). *E-marketing*. Routledge.