

DMK230 Data Analysis, Metrics and Measurement of Digital Marketing

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

In this course, students will examine tools and techniques used to measure the impact and effectiveness of digital marketing and advertising strategies. A key focus will be on the type of software commonly used with the analysis of different marketing metrics. Students will study ways in which on-line and digital platforms have changed the assessment of marketing strategy. Under investigation will be variables such as return on investment, cost-per-acquisition, conversion tracking, the value of analytics and there is an in-depth focus on the Google Analytics software suite.

Course Outcomes

At the completion of this course, students should be able to:

- Introduction to Analytics
- Implementation of Web Analytics
- The Web Analytics Landscape
- Defining and utilizing website analytics
- Social media analytics
- The Basics of Google Analytics
- Setting up Google Analytics
- Advanced Google Analytics Implementation

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required or Supplemental Text or Resources:

Clifton, B. (2016). *Successful Analytics*. Advanced Web Metrics, Ltd.

ISBN-13: ISBN 978-1-910591-02-4

Bookstore Information

The bookstore can be located in the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:

<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1	Introduction to Analytics
Outcomes	<ul style="list-style-type: none"> Describe the purpose of web analytics Explain what information web analytics can provide to practitioners Identify what decisions web analytics can help practitioners make
Readings	<ul style="list-style-type: none"> Successful Analytics. Chapter One – Preparing to measure success
Lectures	<ul style="list-style-type: none"> The purpose of Web Analytics Information that Web Analytics can provide Why Analytics should be used to make website decisions What decisions Analytics can help a company make
Multimedia	<ul style="list-style-type: none"> Web Analytics for Beginners How to set up Google Analytics and install on a website
Discussion	Friend or Foe?
Assignments	Web analytics

Week 2	Implementation of Web Analytics
Outcomes	<ul style="list-style-type: none"> Illustrate the difference between Page Tags and Logfiles Explain the issues with data accuracy in Analytics Improve the accuracy of web analytics
Readings	<ul style="list-style-type: none"> Chapter Two - Available methodologies and their accuracy Advantages of Page Tags The Great Web Data Capture Debate: Web Logs or JavaScript Tags?
Lectures	<ul style="list-style-type: none"> Page Tagging vs. Logfiles How to set up Google Analytics page tagging Data accuracy problems in Analytics How to improve accuracy of Analytics
Multimedia	<ul style="list-style-type: none"> How To Track Website Visitors Using Your Server Logs 295 - Analyzing Your Web Server Logs
Discussion	Log files vs Page Tagging
Assignments	Analytic Accuracy
Quiz	Refer to your course

Week 3 The Web Analytics Landscape	
Outcomes	<ul style="list-style-type: none"> • Explain the industry leaders in the web analytics space • Distinguish what analytic platforms are appropriate for various companies • Identify analytic tools for competitive analysis
Readings	<ul style="list-style-type: none"> • Web Analytics Tools • Web Analytics Software Comparison: Identifying the Right Web Analytics Tools for Your Business. • Web Analytics Vendors Market Share: Google Analytics ahead of the game
Lectures	<ul style="list-style-type: none"> • Who are the website analytics industry leaders? • How to find the right analytics solution for a company • Competitive analysis analytic tools • Additional Analytic tools from Google
Multimedia	<ul style="list-style-type: none"> • Web Analytics Industry: Yesterday and Today, an interview with Neil Mason • Web Analytics Industry Interview - FSO RWA#5 • 3 Free Web Analytics Tools Every Local Business Website Should Use
Discussion	Web Analytics board
Assignments	Competitive Analysis

Week 4 Defining and utilizing website analytics	
Outcomes	<ul style="list-style-type: none"> • Define basic analytic terminology • Utilize analytics' data to optimize pages of websites • Create helpful analytic dashboards
Readings	<ul style="list-style-type: none"> • Chapter Four - Using the Google Analytics Interface • Web analytic terms defined • How to (Finally) Make Web Analytics Work for You
Lectures	<ul style="list-style-type: none"> • Basic web analytic terms defined • What analytics data is really saying • Understanding the analytics reporting interface • The value of dashboards and reports in analytics
Multimedia	<ul style="list-style-type: none"> • How To Create Custom Reports in Google Analytics • Attacking with Web Analytics: Garry Przyklenk and Thom Craver at #SESTO • Google Analytics
Discussion	Process explanation
Assignments	Homepage Improvement

Quiz	Refer to your course
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Week 5 Social media analytics	
Outcomes	<ul style="list-style-type: none"> • Explain why social media success is difficult to measure • Illustrate different analytic platforms used with Social Media • Propose methods to track social media Return on Investment
Readings	<ul style="list-style-type: none"> • Measuring Social Media: How to Determine Your ROI • How to Measure the Success of Your Social Media Contest • 4 Ways to Measure Social Media Success with Free Tools
Lectures	<ul style="list-style-type: none"> • Why is social media success difficult to measure? • Facebook and Twitter Analytics • Tracking social media ROI • Additional tools to use with social media
Multimedia	<ul style="list-style-type: none"> • 7 Steps to Social Media Measurement • Social Media ROI: Becoming a Social Media Measurement Organization • Measuring the ROI of social media
Discussion	Value of Social Media
Assignments	ROI success in social media

Week 6 The basics of Google Analytics	
Outcomes	<ul style="list-style-type: none"> • Explain key features of Google Analytics • Show what Google Analytics cannot do • Utilize Google Analytics on a basic level
Readings	<ul style="list-style-type: none"> • Chapter Three - Google Analytics Features, Benefits, and Limitations • 5 Important Missing Features in Google Analytics • Google Analytics
Lectures	<ul style="list-style-type: none"> • Key features of Google Analytics • What is Google Analytics not able to do? • The basics of Google Analytics • Five helpful advanced segments in Google Analytics reporting
Multimedia	<ul style="list-style-type: none"> • Beginners Guide to Google Analytics • Basic Web Traffic Analysis In Google Analytics • Getting Started with Google Analytics Webinar
Discussion	Learning Curve

Assignments	Look Here!
Quiz	Refer to your course

Week 7	
Setting up Google Analytics	
Outcomes	<ul style="list-style-type: none"> • How to set up UTM parameters for links in Analytics • Link Google analytics to other Google products • Set up reporting with Google Analytics
Readings	<ul style="list-style-type: none"> • Chapter Five - Reports Explained • How To Use UTM Parameters In Google Analytics 5 • Google Simplifies Process to Link AdWords, Analytics
Lectures	<ul style="list-style-type: none"> • The importance and creation of UTM parameters to track links • Linking Google Adwords and Google Webmaster tools to Google Analytics • Default and custom reporting in Google Analytics • Visitors flow report in Google Analytics
Multimedia	<ul style="list-style-type: none"> • Custom Reports in Google Analytics • How To Create Custom Reports in Google Analytics • Tracking Ads With Google Analytics (part 2) How to Create a Tracking Link
Discussion	UTM me!
Assignments	Confusion is nothing new

Week 8	
Advanced Google Analytics Implementation	
Outcomes	<ul style="list-style-type: none"> • Demonstrate tracking of E-Commerce transactions • Implement event tracking • Create goal conversion funnels
Readings	<ul style="list-style-type: none"> • Import Google Analytics Goals into Conversion Tracking • The Complete Google Analytics Event Tracking Guide Plus 10 Amazing Examples • The Google Analytics Conversion Funnel Survival Guide
Lectures	<ul style="list-style-type: none"> • Methodology and importance of conversion tracking • Methodology and importance of event tracking • Setting up goal conversion funnels • Additional areas of study within Google Analytics
Multimedia	<ul style="list-style-type: none"> • How to track e-commerce transactions with Google Analytics? • What Is Event Tracking In Google Analytics? • Funnel Clicks to Conversions with Google Analytics

Discussion	Conversion and Event
Assignments	Brand Favorites and You Part I Brand Favorites and You Part II
Quiz	Refer to your course

Grading and Evaluation

Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	60
Discussions	30
Quizzes	10
Total	100%

Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy

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- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website:

<https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>