

MKT 9738 WEB ANALYTICS AND INTELLEGENCE

Semesters offered: Fall & Spring

Credits: 3.0

LEARNING GOALS

This course explores the impending revolution in digital analytics, one that has the potential to change both the Web analytics and business intelligence fields. Students will study Web Analytics (Adobe Analytics and Google Analytics), newer Ad-Tech such as Programmatic Trading, The Internet of Things, Various Social Medias, Viral Marketing, Geolocation tracking, iBeacons and Convergence Analytics.

SKILLS GAINED

- * How to deploy Google Analytics, Adobe Analytics, ComScore MyMetrix, and develop Key Business Metrics and Key Performance Indicators.
- * How to use Mobile Analytics, Geo-Tracking and Geo-Location services and deploy web intelligence to improve the outcomes of your marketing.
- * How Web Analysts impact the bottom line within various businesses.
- * New developments in Digital Marketing and Web Analytics.
- * How to improve your potential to work within the Data Analytics industry.

TYPES OF ASSIGNMENTS

- * Online Discussions
- * Assignments
- * Midterm and Final Exam

BUSINESS PROBLEMS ADDRESSED

Industries: Marketing, Banking, IT, Entertainment, etc.

A TYPICAL CLASS

Students will investigate how digital analytics can take a greater role in business decision-making in the future, and gain an understanding of the strategic and operational aspects of Web analytics tools and technologies.

This course is offered as both a hybrid and fully online course during various semesters during the academic year



PROFESSOR BIO



Prof. Marshall Spender

Marshall Spender develops and teaches online and hybrid courses at Zicklin School of Business and Rutgers University where he holds a dual appointment. At Zicklin, he teaches Web Analytics courses.

Marshall is the author of Social Media Analytics (McGraw-Hill 2011) and Digital Analytics for Marketing (Routledge, 2017). Marshall is a Board Member Emeritus at the Web Analytics Association, now called the DAA.