

MKT 4123 - Web Analytics and Web Intelligence Syllabus

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Baruch College
Zicklin School of Business
Spring 2018

Hybrid Class Location: B - Vert 10-135 Monday 4:10- 5:25 PM and ONLINE at all other times.
NETA class is entirely online.

Note: Lecturer reserves the right to make changes to course content and deliverables provided students are notified at least a week's in advance.

Course Description:

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), Audience Intelligence (ComScore MyMetrix, PlanMetrix). Additional platforms and subject areas are included that explore customer intelligence. The class will also examine newer Ad-Tech such as Programmatic Trading, The Internet of Things, Various Social Medias, Viral Marketing, Geolocation tracking, iBeacons and Convergence Analytics.

Students will investigate how digital analytics can take a greater role in business decision-making in the future. Specifically, students will gain an understanding of the strategic and operational aspects of Web analytics tools and technologies, of how Web analytics can influence and create new marketing levers, and of how new marketing levers impact customer relationships, brand response, and potentially, sales.

Prerequisite: MKT 4555

Learning Objectives

At the end of this course students will be expected to demonstrate the following five objectives/skills:

1. Learn how to use and deploy web/social/mobile analytics platforms such as Adobe Analytics, ComScore combined with an introduction to Mobile Analytics, Geo-Tracking and Geo-Location services.
2. A grounded understanding of web intelligence and business analytics terminology related to the above.
3. How to deploy web intelligence to improve the outcomes of your marketing or business plan.
4. How Analysts impact the bottom line (their role) within various businesses and lines of business
5. Growth potentials for Web Analysts and Big Data professionals

This course is an introduction to Web Analytics and Web Intelligence - is not intended to provide an in-depth review of marketing principles and concepts. Nor is it intended to provide an in depth explanation or review of statistical analysis principles, though some of these principals and concepts will be mentioned from time to time in the lectures and reading materials. Rather, this course will give you the mastery of analytics to a sufficient degree to deploy Web Analytics platforms within your organizations and gain meaningful insights from them that can drive the bottom line.

Learning Goals Addressed

1. **Written and Oral Communications Skills:** Individual presentations of current articles and concise written assignments are required to hone student business communications skills.
2. **Ethical Awareness:** Examining ethical issues around data privacy are part of this course, including internet privacy.
3. **Communications, Teamwork and Leadership Skills:** This course requires of the student a fair amount of classroom participation and discussion that lead to team building and collaboration skills through effective communications. Having said this, the course does not require team projects, though it does encourage them.
4. **Quantitative and qualitative analysis:** How to use quantitative and qualitative measurement to evaluate digital marketing efforts.
5. **Knowledge Integration:** Learn how to examine information from multiple data sources and draw meaningful strategic insights and conclusions from this process.

Reading Material

All Required Readings are now contained in the Course Shell (in Blackboard) – **There are no required textbooks and all readings are contained in the course shell.**

Blogs and other sources

<http://www.demandmetric.com>

<http://semphonic.blogs.com/semangel/>

<http://www.business2community.com/>

<http://cutroni.com/blog/>

<http://www.searchenginejournal.com/>

<http://www.clickz.com>

<http://www.cmswire.com>

<http://www.businessinsider.com>

<http://www.neoformix.com>

<http://digitalanalyticsassociation.org>

Tools and Research

- Adobe Analytics
- Google Analytics
- ComScore
- Social Media Analytics (Brandwatch or Meltwater) and/or various Third-Party APIs and Tools

I. Course Overview

The content of the class is a mix of online readings, assignments and discussions related to the materials we are studying during the semester. These subjects include Web Analytics, Audience Analytics and Social Media Analytics. The student's main tools are Adobe Analytics, Google Analytics, ComScore, MyMetrix, PlanMetrix, AdMetrix and Third-Party API tools for Social Media Analytics. All of these are provided by the university free of charge (cost).

Grading

Component	Function	Grade Weight
Midterm & Final Exams	Scheduled at midpoint and final week of course	20%
Discussions (12) + 1 uncredited	Deepen understanding around Required Readings	40%
Weekly Assignments (12)	The Assignments are directly related to Adobe and Google Analytics exercises	34%
Journals (1)	Student Journal for Student/Instructor feedback –	5%
Extra Credit (1)	Extra Credit Assignment – Assigned by the lecturer	6%
Class Evaluation (1)		1%

Class Participation will be derived from the contributions above. Note: Total percentage is 106% and will not be curved. Extra credit will be assigned to submitted work, per the instructor's discretion.

Assignment Schedule

Course Component	Soft Dates	Hard Date
Assignments 1-6	Submit any time before the hard date	March 29th, 2018 at 11:59 PM
Assignments 7-12	Submit any time before the hard date	May 16th, 2018 at 11:59 PM
Discussions 1-6	Submit any time before the hard date	March 29th, 2018 at 11:59 PM
Discussions 7-12	Submit any time before the hard date	May 16th, 2018 by 11:59 PM
Journal	Submit any time before the hard date	~March 1 to March 15th
Midterm	Take the MIDTERM between March 19th - March 25th	March 25 th , 11:59 PM
Final Exam	Take the FINAL EXAM between May 17th - 24th	May 24 th , 11:59 PM
Extra Credit	Up to the lecturer discretion	May 16th, 2018 by 11:59 PM

II. Course Overview

The course is a combination of lecture, in class demonstrations and question/answers, hands on assignments and discussion and students active and thoughtful participation is vitally important in get the best results from taking this class. Thus, it is important for students to do the following things:

- Keep up with the assigned readings and reflecting on the material; it is best to study the material before the class where they will be covered for optimal learning results.
- Asynchronous learnings using a combination of in class interactions and online e-learning systems such as Blackboard and Email. Virtual classes (online) focus on individual assignments, group projects and virtual learning exercises. Participation in virtual classes is mandatory despite there being no formal in-class meeting during a virtual class.
- Students should prepare all their assignments in Word or PDF.
- Additional materials will be added to the course syllabus on an ad-hoc basis and it is vital to check Blackboard accounts a few times a day for updates and additional assignments.

III. Logistics and Required Texts

The class is totally online but student can meet with me during the week as long as they schedule an appointment during my office hours or by special arrangement.

Official email: marshall.sponder@baruch.cuny.edu. Phone: 646-312-3309

My Office Hours: As needed over the summer semester in room 12-221-I (rear) in the Vertical Campus (schedule in advance)

Required Texts:

- Digital Marketing for Analytics course text chapters 5-7 (included with the course)

IV. Code of Conduct

We expect academic honesty (meaning that you come to this class to learn and not to game the system). Academic Dishonesty, on the other hand, includes (but is not limited to) cheating, plagiarism, collusion, sabotage and falsification of records. I do not expect any of my students to be *Academically Dishonest*, but it is possible to un-intentionally cross the lines – so for those of you who want to know how Academic Honesty is defined consult this College’s Academic Honesty Website at www.baruch.cuny.edu/academic_honesty.html. Regarding penalties, if I detect “dishonesty” in the work related to this course I will act, which may include failing the student. I reserve judgment until I have enough information to get a fuller view of the situation. Hopefully, we never have cause to discuss Academic Dishonesty.

V. SCHEDULE OVERVIEW

Section	TOPIC
Section 1	Getting Started
Section 2	How Web Analytics Works – Basic Concepts
Section 3	Basic Segmentation, Intermediate Metrics, Custom Metrics, Calculated Metrics
Section 4	How Web Analytics collects Web Data and other types of data, also basic dashboards
Section 5	Determining What Kind of Reports to Deliver
Section 6	Web Analytics Ecosystem and Deploying it in Industry - what to measure
Section 7	How Segmentation is created in Web Analytics and what they track
Section 8	How Web Analytics Visualizes Data, Acquisition and Conversions
Section 9	How Web Analytics Tracks Mobile Visitors, other Web Analytics Reports and Visualizations
Section 10	Third-Party Data and Comscore
Section 11	Cohort Analysis and User Explorer
Section 12	Geo-Social Data
Section 13	Capstone work, final discussions and assignments
Section 14	Web Analytics Case Studies

VI. Grading Applied

Letter Grade	Percentage Earned
A	93 and above
B+	87 - 92
B	80-86
C	70-79
D	65-69
F	Below 65
W	None
IN	None