COURSE DESCRIPTION

This course introduces the concept of Customer Journey in the Digital world which spans digital channels (web, mobile, app) and non-digital touchpoints (1:1, call center etc.). Customer Journey Analytics is the process of tracking and analyzing the way customers use combinations of channels to interact with an organization. The focus of the course is on digital analytics through practical applications, with an end goal of deriving actionable insights that will impact the organization’s acquisition, experience and retention strategies. It provides a broad overview of key digital analytics strategies, concepts, issues, challenges and tools. Topics covered include:

- Metrics and key performance indicators
- How to utilize quantitative, qualitative and competitive tools to derive actionable insights
- How to integrate online and offline analytics to improve customer acquisition, experience and retention
- How to optimize web sites by incorporate testing and experimentation
- How to create and manage an analytics culture for your organization
- Best practices and pitfalls in web analytics
- Best practices on creating a data-driven culture and process.

This course will be taught with a combination of case studies, in-class discussions, videos and exercises. The focus for the course is to gain applicable knowledge and skill for marketers, site owners, and students on digital customer journey analytics. For illustrative reasons, hands-on exercises will be conducted with Google Analytics to reinforce the concepts and learning. Real-world articles and videos will also be presented to reinforce current challenges, news and best practices in web analytics.

This course will help prepare students for the OMCP® (Online Marketing Certified Professional) Certification, the emerging standard of excellence in the Digital Marketing Industry. OMCP is a professional certification that recognizes training from a growing, vetted list of the online marketing industry’s best known educational institutions, real-world experience in the digital marketing industry, and participation in the industry’s top events in a variety of capacities. For more information on professional certification in digital marketing, please visit [http://bit.ly/RBS-OMCP](http://bit.ly/RBS-OMCP).

Student should have intermediate to advance proficiency in Excel and have basic knowledge of statistics.

COURSE MATERIALS

- Required:
LEARNING GOALS AND OBJECTIVES

- Students who complete this course will demonstrate the following:
  - Understand the digital analytics mindset, concepts, terminology, knowledge skills and processes.
  - Provide a framework to help marketers and businesses (and students) for evaluating the effectiveness of their website to improve their companies’ bottom line.

- Students develop these skills and knowledge through the following course activities and assignments:
  - Simulate real business environments using case studies to prepare students for real life business situations where they will be able to cultivate or expand their ability to work collaboratively, use data to generate insights and make decisions that are sound and good for the company.
  - Utilizing real world examples by applying digital analytics skills.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (http://academicintegrity.rutgers.edu/)

I will strongly enforce this Policy and pursue all violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through SafeAssign or Turnitin, plagiarism detection services that compare the work against a large
ATTENDANCE AND PREPARATION POLICY

- This course is an online, facilitator-led, asynchronous course. This means there are no required online meeting times. The course assessments and activities, however, have firm deadlines. This course is not purely self-paced; you will be expected to interact with the rest of the class each week and complete activities in a timely manner.

- Be sure you are logging into the course in Canvas each week, including weeks with holidays or weeks with minimal online course activity. (During most weeks you will probably log in many times). If you have a situation that might cause you to miss an entire week of class, discuss it with me as soon as possible.

- Expect me to prepare properly for each online module. I expect the same of you. Complete all background reading and written assignments. To be successful in this course, you should plan to dedicate approximately 8-10 hours per week.

- All live sessions, including instructor office hours, are optional. For live presentations, I will provide a recording that you can watch later. If you need to discuss an assignment with me but cannot attend my scheduled office hours, please contact me to schedule another time to talk.

CLASSROOM CONDUCT

The following are my expectations for how we should communicate as a class. Above all, please remember to be respectful and thoughtful. I try to foster an interactive environment, where we can all learn from each other.

- Writing style: This course requires participation in online discussion boards with your instructor and classmates. While you don’t is no need to participate in class discussions as if you were writing a research paper, you should remember to write using good grammar, spelling, and punctuation. Informality (including an occasional emoticon) is fine for non-academic topics. Please also refrain from using all CAPITAL LETTERS, as this is often interpreted as shouting.

- Tone and civility: Let's maintain a supportive learning community where everyone feels safe and where people can disagree amicably. Remember that sarcasm doesn't always come across online. Treat your instructor and fellow students with respect at all times, and in all communications.

- Citing your sources: When we have academic discussions, please cite your sources to back up what you say. (For the textbook or other course materials, list at least the title and page numbers. For online sources, include a link.)
- Backing up your work: Consider composing your academic posts and assignments in a Word document, where you can save your work, and then copying and pasting onto the Canvas platform, as needed.

- I will reply to e-mails within 24 hours on weekdays. Please include the Course Number in the subject line of your email so that I know which course/section you are referring to.

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**EXAM DATES AND POLICIES**

There is one (1) exam in this course: Final Exam: Take home

- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester.

**Make-up Exam Policy**

- Students who miss the final exam without a legitimate excuse will automatically receive zero (0) points for the exam.
- Only students with the following legitimate excuses will be allowed to make up missed exams:
  - **Illness**: Please provide an official certification from your doctor, typed on medical stationary certifying that you are now well enough to return to class no later than five business days after the date of the missed exam.
  - **Funeral attendance**: Please provide proof of funeral attendance with the date of the ceremony clearly listed no later than five business days after the date of the missed exam.
  - **Mandatory courtroom appearance**: Please provide a copy of your official court summons with the date of your required attendance clearly listed not later than five business days after the date of the missed exam.

All make-ups must be completed within one week of the exam date.

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**GRADING POLICY**

Final course grades are calculated out of 100%, broken down as follows:

- **Class Participation/ Graded Discussion**: 15%
- **Individual assignment**: 24%
  
  (critiques, case studies and assignments)
- **Group presentations**: 15%
- **Final Exam**: 20%
- **Final Presentation**: 20%
- **Peer evaluation (presentations)**: 6%
The final course grade will be as follows.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90.0% +</td>
</tr>
<tr>
<td>B+</td>
<td>87.0 - &lt; 90.0</td>
</tr>
<tr>
<td>B</td>
<td>83.0 - &lt; 87.0</td>
</tr>
<tr>
<td>B-</td>
<td>80.0 - &lt; 83.0</td>
</tr>
<tr>
<td>C+</td>
<td>77.0 - &lt; 80.0</td>
</tr>
<tr>
<td>C</td>
<td>73.0 - &lt; 77.0</td>
</tr>
<tr>
<td>C-</td>
<td>70.0 - &lt; 73.0</td>
</tr>
<tr>
<td>D</td>
<td>60.0 - &lt; 70.0</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60.0%</td>
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</tbody>
</table>

Note that your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

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### COURSE SCHEDULE

<table>
<thead>
<tr>
<th>MODULE</th>
<th>TOPIC</th>
<th>ASSIGNMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2</td>
<td>Introduction to course material and web analytics</td>
<td>Critique 1 (4 points*)</td>
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<tr>
<td></td>
<td>Customer Journey Overview</td>
<td></td>
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<tr>
<td>3</td>
<td>Fundamentals of Digital Analytics</td>
<td>Question from Accor Hotels (4 points*)</td>
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<tr>
<td>4</td>
<td>How Google Analytics works Google Analytics</td>
<td>Google Merchandise store assessment (4 points*)</td>
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<tr>
<td></td>
<td>Merchandise store setup</td>
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<tr>
<td>5</td>
<td>Adding Google Analytics (Tagging) to Digital</td>
<td>Google Tagging Assignment (4 points*)</td>
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<tr>
<td></td>
<td>Assets (Website)</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Business Vs. Analytics perspective</td>
<td>UA case study (15 points for presenting teams)</td>
</tr>
<tr>
<td></td>
<td>Data and KPIs. Generating and sharing reports</td>
<td></td>
</tr>
</tbody>
</table>
| 7 | Basic reporting  
(Audience, Acquisition, Behavior) | Audience Assignment (4 points*) |
|---|---|---|
| 8 | Campaign and Conversion Tracking  
Attracting Traffic, Ads, emails, Search and other campaigns | Acquisition Assignment (4 points*) |
| 9 | Dashboards, Visualizations | Restaurant Grades Questions (15 points for presenting teams) |
| 10 | Custom Dimensions, metrics, custom reports  
Event tracking | Dashboard Assignment (4 points*) |
| 11 | Segmenting data, by channel, audience,  
App and Mobile Analytics | Dr. Tim’s Natural Pet Food. (15 points for presenting teams) |
| 12 | Improve Site engagement (Optimization)  
Using external tools and off digital analytics | |
| 13 | Privacy and Voice Analytics | Web Analytics at Quality Alloys, Inc. (20 points)  
Thanksgiving Break – No Classes | NO ASSIGNMENTS  
FINAL EXAM (20 points) |

* I will drop the lowest grade from your individual assignment.

**SUPPORT SERVICES**


[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are pregnant, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.
If you seek religious accommodations, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

If you have experienced any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at http://vpva.rutgers.edu/.

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via https://temporaryconditions.rutgers.edu.

If you are a military veteran or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of mental health services, please use our readily available services.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-New Brunswick office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

[Rutgers University-New Brunswick incident report link: http://studentconduct.rutgers.edu/concern/. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7. You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does not have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

[Rutgers University-Newark Counseling Center: http://counseling.newark.rutgers.edu/]

If you are a military veteran or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. http://veterans.rutgers.edu/

If you are in need of mental health services, please use our readily available services.
If you are in need of **physical health** services, please use our readily available services:

[Rutgers Health Services – Newark: http://health.newark.rutgers.edu/]
[Rutgers Health Services – New Brunswick: http://health.rutgers.edu/]

If you are in need of **legal** services, please use our readily available services: http://rusls.rutgers.edu/

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]
[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: http://www.ncas.rutgers.edu/rlc]
[Rutgers University-Newark Writing Center: http://www.ncas.rutgers.edu/writingcenter]
[Rutgers University-New Brunswick Learning Center: https://rlc.rutgers.edu/]

Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.
- Students must sign, date, and return a statement declaring that they understand this syllabus.]