Marketing
Course Number: 22:630:639
Course Title: Customer Journey Analytics MS

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.

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

COURSE MATERIALS

- Required:

o   Webanalytic Demystified - Eric T. Peterson (2004)
(Ebook) o HBS Case Study Course Pack -
https://hbsp.harvard.edu/import/637885
1. AccorHotels and the Digital Transformation:
2. Under Armour's Willful Digital Moves
3. Advertising Experiments at Restaurant Grades
4. Dr. Tim's Premium All Natural Pet Food: Growth Options and Wed Analytics
   Insights
5. Web Analytics at Quality Alloys Inc.

- Optional:
    o   Occam's Razor Blog: http://bit.ly/2c4T6bl
    o   Kissmetrics Blog: http://bit.ly/2bq2fqn
    o   Google Analytics Blog: https://analytics.googleblog.com/
    o   Measuring Success - Brian Clifton - Advanced Web
    Metrics
- **Check Canvas and your email regularly for any updated related to the course.**

- This is a fully online course. To access the course, please visit http://onlinelearning.rutgers.edu. For
  more information about course access or support, contact the Online Learning Help Desk via email at
  help@canvas.rutgers.edu or call 848-932-4702.

LEARNING GOALS AND OBJECTIVES

- Students who complete this course will demonstrate the following:
    o Understand the digital analytics mindset, concepts, terminology, knowledge skills and
      processes.
    o 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:
    o 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.
    o 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

database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See
business.rutgers.edu/ai for more details.

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.

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 you 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. o **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.

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.

A	90.0% +
B+	87.0 - < 90.0
B	83.0 - < 87.0
B-	80.0 - < 83.0
C+	77.0 - < 80.0
C	73.0 - < 77.0
C-	70.0 - < 73.0
D	60.0 - < 70.0
F	< 60.0%

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.

COURSE SCHEDULE

MODULE	TOPIC	ASSIGNMENTS
1, 2	Introduction to course material and web analytics Customer Journey Overview	Critique 1 (4 points*)
3	Fundamentals of Digital Analytics	Question from Accor Hotels (4 points*)
4	How Google Analytics works Google Analytics Merchandise store setup	Google Merchandise store assessment (4 points*)
5	Adding Google Analytics (Tagging) to Digital Assets (Website)	Google Tagging Assignment (4 points*)
6	Business Vs. Analytics perspective Data and KPIs. Generating and sharing reports	UA case study (15 points for presenting teams)

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

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[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.

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

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

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[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]

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/.

[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 at 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]

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

[Rutgers Counseling and Psychological Services–New Brunswick: http://rhscaps.rutgers.edu/]

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.]