COURSE DESCRIPTION

To survive and excel in today’s economy, companies need to focus on spending their marketing and advertising dollars more effectively – by validating the return on investment (ROI) of these investments. Digital marketing has proven to be a necessary channel and one of the most effective ways to showcasing brand, reaching customers and building loyalty. The effectiveness of digital marketing needs to be accompanied by good digital analytics, which through data acquisition, exploration, testing, deduction and application, produces insights to drive continuous improvements of the digital marketing programs and to maximize returns.

This course teaches digital analytics with a focus on web analytics through practical applications. It provides a broad overview of key digital analytics framework, strategies, concepts, issues, challenges and tools. Topics covered include: how to choose a web analytics tool; metrics and key performance indicators; best ways to analyze effectiveness of blogs, marketing campaigns, SEO, SEM, emails; how to utilize quantitative, qualitative and competitive tools to derive actionable insights; how to optimize web sites by incorporate testing and experimentation; how to create and manage an analytics culture for your organization; emerging analytics in social, mobile and video; best practices and pitfalls in web analytics; best practices on creating a data-driven culture and process.

COURSE MATERIALS

LEARNING GOALS AND OBJECTIVES

1. Provide a framework to help marketers and businesses (and students) on evaluate the effectiveness of their website by improving their companies’ bottom line.
2. Equip students with the mindset, concepts, terminology, knowledge, skills and processes in the field of web analytics
3. Train students with web analytics skills by utilize real-world examples and projects.

Course Schedule

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<thead>
<tr>
<th></th>
<th>Introduction and the proper mindsets</th>
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<td></td>
<td>Introduction on the digital marketing and digital analytics progression and roadmaps, and how does the digital analytics fit into the customer journey</td>
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<td>Introduction to Web Analytics and the five pillars of the web decision program: clickstream, multiple outcomes, testing, voice of customer and competitive intelligence.</td>
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<td>Introduction to Data Collection [Not in Book]</td>
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<td>Selection of Teams</td>
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<td>Reading: (WA, Chapter 1)</td>
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Download Web Analytics debugging tools.
| 2 | **Select an Analytics Tool**  
  How to select your Web Analytics soul mate.  
  
  **Major Players in Web Analytics**  
  [Not in Book]  
  Introduction to the Who’s who in the web analytics field  
  
  Brief introduction the difference between web analytics and advertising analytics  
  
  Reading: (WA, Chapter 2) | Individual Assignment: Finding 2 articles on web or digital analytics, with a paragraph your input. |
|---|---|
| 3 | **Fundamentals in Clickstream Analysis and Metrics.**  
  Web Analytics Fundamentals, Metrics and Key Performance Indicators (KPIs) for different websites.  
  Visitor, Visits, Page views, Time on Page, Time on Site, Bounce Rate, Conversion Rate, Engagement,  
  
  Hands on Training  
  
  Reading: *(WA, Chapter 3)*  
  
  **How to Draft A Measurement Strategy** *(Not in the Book)* | **Group Assignment 1: KPIs** |
<p>| 4 | <strong>Implementing A Digital Analytics Solution</strong> <em>(not in the book)</em> |</p>
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<th>Process and guidelines on translating business measurement requirements to digital measurement solutions. Implementing digital analytics solutions with Google Analytics and Omniture</th>
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| 5 | **Clickstream Analysis: Practical Solutions.**  
(WA, Chapter 4 and 5)  
Visitor Acquisition, Click Density Analysis, Basic Reports, Source of Traffic, Strategies and Segmentation, Search Engine Optimization Analysis (SEO), Search Engine Marketing Analysis (SEM), Event Tracking.  
Outcome-based analysis for non-ecommerce and ecommerce sites, financial sites.  
Clickstream Analysis in Practice: Omniture, WebTrends and Google Analytics  
**Group Presentation 1: Website KPIs (Groups 1 & 2)** |
| 6 | **Approach to Conducting Effectiveness Analysis** (Not in the Book)  
**Guiding Principles on Becoming a Pro web analyst.**  Context, Trend over Time, Funnel Analysis ...  
Reading: (WA Chapter 11) |
| 7 | **Midterm**  
Close book, close notes |
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<th><strong>Midterm Review</strong></th>
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| 8 | **Group Presentation 2: Clickstream Analysis (Groups 3 & 4)**  
Hands-on training (Google Analytics, Omniture, WebTrends) |
| 9 | **Competitive Intelligence (CI) Analysis**  
CI Data Source, Types and Secrets; Website Traffic Analysis; Search and Keywords Analysis; Audience Identification and Segmentation Analysis  
Hands On Training: comScore etc.  
Reading: (WA Chapter 8) |
| 10 | **Unleashing the Power of Testing**  
Understanding A/B and Multivariate test; Actionable Testing Ideas; Creating a testing culture and process. Designing a Test Plan and analyze results  
Reading: *(WA, Chapter 7)* |
| 11 | **Solving the "Why" Puzzle -- Leveraging Qualitative Data**  
Website usability tests, surveys, competitive benchmark studies.  
Reading: *(WA, Chapter 6)*  
**Group Presentation 3: Competitive Analysis (Groups 5 & 6)** |
| 12 | **Emerging Analytics: Video & Mobile**  
Unique challenges surrounding measuring video and on the mobile platform  
Reading: *(WA, Chapter 9)* |
| --- | --- |
| 13 | **Digital Advertising Analytics 101** *(Not in the Book)*  
Group Presentation 4: Digital Tests Analysis (Groups 7 & 8) |
| 14 | **Emerging Analytics: Social**  
*(WA, Chapter 9)*  
How to manage social analytics. How to align social objectives with corporate goals. How to identify common social business objectives, develop social KPIs, executing against social analytics goals and maximize on the social investments  
*Readings: (WA, Chapter 9; SM, Chapter 4-6)*  
*Case Study: “Sephora Direct: Investing in Social Media, Video, and Mobile,” HBR, 2011*  
Demo/training: Utilizing tools for measuring social and mobile |

**Teaching Method**

This course will be taught with a combination of slides, in-class exercises and real-world articles. The focus for the course is to gain applicable knowledge and skill for marketers, site owners, and students on web analytics. All web analytics knowledge will be presented in a tool agnostic fashion. However, for practical purpose, in-class hands-on exercises will be conducted with Google Analytics, Omniture and WebTrends to reinforce the concepts and learning. To add the marketability of students who graduate from this course, they should be adequately prepared to take the Certified Web Analyst Certification from the Digital Analytics Association.

Real-world articles and videos will also be presented to reinforce current challenges, news and best practices in web analytics.
**Homework’s and Assignments:**

All groups are responsible for working on the three group assignments. However, each group will only be assigned to present in class once. Each group will be pre-assigned the presentation assignment.

For each group assignment, here are the responsibilities:

1. Write an ANALYSIS REPORT. It should be 3-5 pages in length (single case, 12-point font). (Group assignment 1&2 are expected to be 3 pages, while group assignments 3 to 4 should be 4-5 pages in length). This report is intentionally short, so arguments and insights need to be succinct, precise and essential.

   The Analysis Report must include the following 4 parts:

   1. **Introduction:** This introduction should be less than one page. It should describe companies chosen in the analysis report, including relevant information such as the types of business, how does it generate revenue, main market, competitors and customers. Does it have any recent big changes etc.

   2. **Answers to the Questions for the group assignments.** Questions will be given once the topic of study is introduced in class.

   3. **Insights/Conclusions/Recommendations**

   4. **Group Assignments 2&3 only: key supporting data should be shown (in charts & graphs) when arguments are made.** Please list out all source of data and the data time period when quoting data.

   5. **If your group is presenting, you can submit the analysis report through the power point presentation instead**
Submission Method: The report must be printed and submit to me before the start of the class during which the assignment is to be presented and discussed. If your group is presenting, please submit a printed copy before your presentation

- Individual Assignments (articles): Please include: article source and publish date; URL of the article (if applicable)/or print out of the article; Your name.
- Group Assignments: please list your group number and all members in the group.

Exams:
- The midterm is close book, close notes, close computer.
- Midterm is 90 minute in length.

Grading

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>10%</td>
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<tr>
<td>Online Article</td>
<td>5%</td>
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<tr>
<td>Group Assignments</td>
<td>40%</td>
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<tr>
<td>Group Presentation</td>
<td>10%</td>
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<tr>
<td>Midterm</td>
<td>35%</td>
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