

Course Title	DIGITAL MARKETING ANALYTICS
Course Code	MKT 227
Course Purpose and Objectives	<p>The purpose of this course is to provide knowledge to marketers regarding the state of art related to Data Analytics for Digital marketing. Specifically, through this course, students will gain a deep understanding and hands-on practice on how the data related to customers' behaviour is collected through the internet, and it is tracked, extracted, and analyzed.</p> <p>Students will learn that the aim of data analysis is to evaluate the effectiveness of a marketing campaign and also to use the provided outcomes and conclusions towards the design of the upcoming campaigns.</p>
Learning Outcomes	<ol style="list-style-type: none"> 1. Define what Data Analytics is and explain its importance. 2. Use of Google Analytics and Google Tag Manager tools. 3. Track events, social actions, campaigns, mobile apps etc using technical tools. 4. Make use of reports and metrics. 5. Explain Google Analytics in relation to CRM data and media platforms. 6. Use data and statistics generated by GA.
Course Content	<ul style="list-style-type: none"> • Reporting Overview & Measurement Strategy • Google Analytics (GA) and Google Tag Manager (GTM) • Events, social actions, Virtual Pageviews, and Errors • Acquisition Reports • Settings, Filters Access Rights, Segments and Dashboard • Implementation Customizations • Mobile Applications Measurements • GA Integrations and advanced reporting