			Specification table						
			Course code: 328061-M3 (fall, block 3) and 328060-M3 (spring, block 1) Course name: Online Data Collection and Management Test Type: Take-home computer exam (50%), open and closed questions						
			Cognitive skills						
			Tested with MC & open questions (randomized, personalized, and cannot go back and forth between subsequent questions)			Tested with open questions (personalized, can freely go back between questions)			
	Tested subjects (corresponding learning goal*). student are able to		Knowledge	Comprehension	Analysis	Application	Evaluation	Synthesis	Number of questions/ percentage score points per learning goal
1	Explain how web data has been used in the academic marketing literature		x	x	x				10%
2	Select web data sources and evaluate their value in the context of a specific research question or business problem		x	x	x		x		15%
3	Design the web data collection while balancing validity, technical feasibility and exposure to legal/ethical risks		x	x	x	x	x	x	25%
4	Collect data via web scraping and Application Protocol Interfaces (APIs) by mixing, extending and repurposing code snippets		x	x	x	x	x	x	40%
5	Document and archive collected data, and make it available for public (re)use		x	x	x				10%
6	Track, evaluate and share your progress on the course's learning goals								0%
	Number of questions/ percentage score points per thinking skill		10,0%	10,0%	10%	30%	15%	20%	100%

		Specification table						
		Course code:	328061-M3 (fall, block 3) and 328060-M3 (spring, block 1)					
		Course name:	Online Data Collection and Management					
		Test Type:	Team assignment (45%; 10% individual component assessed via self- and peer assessment)					
		Cognitive skills						
	Tested subjects (corresponding learning goal*)	Knowledge	Comprehension	Application	Analysis	Evaluation	Synthesis	Number of questions/ percentage score points per learning goal
1	Explain how web data has been used in the academic marketing literature							0%
2	Select web data sources and evaluate their value in the context of a specific research question or business problem		10%					10%
3	Design the web data collection while balancing validity, technical feasibility and exposure to legal/ethical risks		15%	10%				25%
4	Collect data via web scraping and Application Protocol Interfaces (APIs) by mixing, extending and repurposing code snippets				15%		15%	30%
5	Document and archive collected data, and make it available for public (re)use	5%		10%		10%	10%	35%
6	Track, evaluate and share your progress on the course's learning goals							0%
	Number of questions/ percentage score points per thinking skill	5%	25%	20%	15%	10%	25%	100%

		Specification table						
		Course code:	328061-M3 (fall, block 3) and 328060-M3 (spring, block 1)					
		Course name:	Online Data Collection and Management					
		Test Type:	Pulse (5%; based on weekly activity)					
		Cognitive skills						
	Tested subjects (corresponding learning goal*). student are able to	Knowledge	Comprehension	Analysis	Application	Evaluation	Synthesis	Number of questions/ percentage score points per learning goal
1	Explain how web data has been used in the academic marketing literature							0%
2	Select web data sources and evaluate their value in the context of a specific research question or business problem							0%
3	Design the web data collection while balancing validity, technical feasibility and exposure to legal/ethical risks							0%
4	Collect data via web scraping and Application Protocol Interfaces (APIs) by mixing, extending and repurposing code snippets							0%
5	Document and archive collected data, and make it available for public (re)use							0%
6	Track, evaluate and share your progress on the course's learning goals					100%		100%
	Number of questions/ percentage score points per thinking skill	0%	0%	0%	0%	100%	0%	100%

Cognitive skill	*Explanation*	*Verbs*
Knowledge	Students should be able to remember information and reproduce it.	Name, mention, summarize, recall, reproduce, define, describe
Comprehension	Students have to interpret the study material and give account of it in their own words.	Prove, demonstrate, identify, interpet, explain, clarify, justify
Application	Students use the taught material "plug and play" in a new situation. (In case application in a practical situation goes beyond "plug and play" it is a combination of analysis and evaluation.)	Illustrate, use, assess, construct, apply, calculate, determine
Analysis	Students analyze and break up the study material and then relate the various pieces to each other.	Compare, analyze, relate, prove, split, discriminate, distinguish
Evaluation	Students give reasoned judgments of information on the basis of internal and external criteria, principles and ideas.	Comment on, evaluate, review, interpret, give opinion, argue, reason
Synthesis/ Creation	Students bring components together to create something new/unique. (For example different theories, concepts, disciplines, models, or studies.)	Deduce from, conclude, design, draw, devise, put together, unravel