

Course Code	PAD21G02T	Course Name	DIGITAL MARKETING ANALYTICS	Course Category	G	Generic Elective Course	L	T	P	C
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Pre-requisite Courses	Nil	Co-requisite Courses	Nil	Progressive Courses	Nil
Course Offering Department	Computer Applications	Data Book / Codes/Standards	Nil		

Course Learning Rationale (CLR):	The purpose of learning this course is to,	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	Understand the digital marketing analytics on the data captured	1	2	3	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CLR-2 :	Learn tools for performing different digital analytics on the digital marketing data.	Le	Ex	Ex	Dis	Cri	Pr	Ana	R	Sci	Re	Sel	Mu	Eth	Co	IC	Le	Lif	
CLR-3 :	Knowing the impact of digital influence and listening	vel	pe	pe	cipl	tic	obl	lytic	ese	ific	fle	f-Dir	ltic	ical	mun	T	ead	e	
CLR-4 :	Conducting research on the digital marketing data	of	cte	cte	ina	al	em	al	am	Re	ctiv	ect	ult	Re	y	Ski	ers	Lo	
CLR-5 :	Identifying strategies for Mobile analytics and Business Intelligence	Thi	d	d	ry	Thi	Sol	Rea	Wo	as	e	ed	ura	as	En	lls	hip	ng	
CLR-6 :	Learn techniques for digital marketing analytics	nk	Pr	Att	Kn	nk	vin	soni	rk	oni	Thi	Le	Comp	oni	ga		Ski		
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Course Learning Outcomes (CLO):	At the end of this course, learners will be able to:																		
CLO-1 :	Understand the digital media marketing and the need for analytics on the data captured	2	85	80	L	H	H	H	H	M	-	H	M	H	-	H	-	-	-
CLO-2 :	Choose the appropriate tools for performing different digital analytics on the digital marketing data.	3	85	80	L	H	H	H	H	-	-	M	M	L	-	H	-	-	-
CLO-3 :	Analyze and appraise the outcomes of digital influence and listening	3	85	80	L	H	H	H	H	-	-	M	M	L	-	H	-	-	-
CLO-4 :	Formulate a research plan and perform search analysis on the digital marketing data	3	85	80	L	H	H	H	H	-	-	M	M	L	-	H	-	-	-
CLO-5 :	Summarize the strategies for Mobile analytics and Business Intelligence	3	85	80	L	H	H	H	H	-	-	M	M	L	-	H	-	-	-
CLO-6 :	Apply techniques for digital marketing analytics	3	85	80	L	H	H	H	H	-	-	M	M	L	-	H	-	-	-

	Learning Unit / Module 1	Learning Unit / Module 2	Learning Unit / Module 3	Learning Unit / Module 4	Learning Unit / Module 5
Duration (hour)	12	12	12	12	12
S-1	SLO-1 DIGITAL MEDIA AND ANALYTICS	TOOLS FOR DIGITAL ANALYTICS	DIGITAL INFLUENCE AND LISTENING	RESEARCH PLAN AND SEARCH ANALYSIS	ROI, MOBILE ANAYTICS AND BUSINESS INTELLIGENCE
	SLO-2 Digital media types	Social Media Listening Tools	Reality of Digital Influence		

S-2	SLO-1	Owned social metrics	Evolution of Social Media	Media List - Klout, PeerIndex	Launching new product	Return on Investment (ROI)
	SLO-2	Earned social metrics	Listening Tools	Online Versus Offline Influence		
S-3	SLO-1	Paid searches	Social analytics life cycle	Using the Influencer List	Product life cycle	Return on Engagement, Influence, Experience
	SLO-2		Social media monitoring software	Developing Social Media Listening Program		
S-4	SLO-1	Organic Searches	Sysomos Radian6 Visible Technologies	Using Listening Data for Program Planning	Introduction Phase	Tracking ROI
	SLO-2		Zoho social and others	Implementing Listening Program	Growth Phase	
S-5	SLO-1	Aligning Digital and Traditional Analytics	Search Analytics Tools	Conversation Audit	Maturity Phase	Understanding measurement fundamentals
	SLO-2		Basics of search	Online Influencers	Formulating research plan	Measurement reporting cadence
S-6	SLO-1	Identifying social media listening tools	Search analytics use cases	Conducting Social brand benchmarking	Developing source list	Mobile Analytics
	SLO-2		Search data	Use of Online data for crisis anticipation	Research methods	Mobile market landscape
S-7	SLO-1	Social media listening tools - Examples	Google trends	Identifying known issues	Constructing reports	Mobile marketing measurement
	SLO-2		YouTube trends		Delivering reports	
S-8	SLO-1	Understanding social media engagement software	Google Adwords, Yahoo clues	Crisis day monitoring and ongoing reporting	Report use cases	Marketing activities
	SLO-2		Collecting insights through search data			Audience/visitor metric
S-9	SLO-1	social media engagement software - Examples	Audience Analysis Tools	Corrections after crisis	Building central repository of information	Mobile app performance
	SLO-2		Audience Analysis Use Cases			
S-10	SLO-1	Social media engagement tools	Audience analysis tool types	Improving customer service	Search analytics for digital strategy	Social CRM
	SLO-2		Audience analysis Techniques - Event Triggers			Social CRM initiative
S-11	SLO-1	Social Media Engagement Tools For Small Business	Content Audits-Optimizing Content Distribution	Social customer service conflict	Search analytics for content strategy and planning	Future of Digital Data
	SLO-2	Examples	Analysing Content Consumption. Engagement Analysis Tools			
S-12	SLO-1	Social Media Engagement Tools For Small Business	Social Media Engagement Software (SMES), using SMES	Social customer service models	Search analytics for paid advertising	Business Intelligence
	SLO-2	Examples	study of different SMES in the market.			

Learning Resources	1. Chuck Hemann and Ken Burbary, "Digital Marketing Analytics: Making Sense of Con	3. Dave Chaffey, Fiona Ellis-Chadwick, "Digital Marketing – Strategy, Implementatio
	2. Simon Kingsnorth, "Digital Marketing Strategy: An Integrated Approach to Online Mark	4. Eric Enge, Andy Crestodina, Larry Kim, Steve Rayson and Chad White, "How the

	Kogan Page Publisher, First edition, ISBN-13: 978-0749474706, 2016.	Turn Marketing Analytics Into Effective Marketing Strategies", Alexa, An Amazon Com https://blog.alexa.com/wp-content/uploads/2016/12/How-to-Pro-Turn-Marketing-Analytics-into-Effective-Marketing-Strategies-ebook.pdf
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Learning Assessment											
Level	Bloom's Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (10%)		CLA – 3 (20%)		CLA – 4 (10%)#			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	40%	-	40%	-	40%	-	40%	-	40%	-
	Understand										
Level 2	Apply	40%	-	40%	-	40%	-	40%	-	40%	-
	Analyze										
Level 3	Evaluate	20%	-	20%	-	20%	-	20%	-	20%	-
	Create										
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conf. Paper etc.,

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
Mr.G.Muruganandam, Group Project Manager, HCL Technologies, Chennai	Dr.Muthu, Professor, Loyola College, Chennai	Dr.R.Jayashree
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