










87.5%

Course Grade

	Due	Weight	Passed	Grade
Course Overview and Digital Influence on Marketing				
 Quiz: Module 1 Quiz 10 questions	Mar 20	12.50%	✓	90%
 Peer-graded Assignment: Module 1 Peer Assessment 2h	Mar 20	12.50%	✓	70%
 Review Your Peers: Module 1 Peer Assessment	Mar 23	--	✓	--
Basics of Web Analytics				
 Quiz: Module 2 Quiz 10 questions	Mar 27	12.50%	✓	90%
 Peer-graded Assignment: Module 2 Peer Assessment 2h	Mar 27	12.50%	✓	100%
 Review Your Peers: Module 2 Peer Assessment	Mar 30	--	✓	--
Basic Analytics Techniques and the Data				
 Quiz: Module 3 Quiz 10 questions	Apr 3	12.50%	✓	100%
 Peer-graded Assignment: Module 3 Peer Assessment 2h	Apr 3	12.50%	✓	90%
 Review Your Peers: Module 3 Peer Assessment	Apr 6	--	✓	--



Promise and Pitfalls of Digital Data



	Quiz: Module 4 Quiz 10 questions	Apr 10	12.50%	✓	90%
	Peer-graded Assignment: Module 4 Peer Assessment 2h	Apr 10	12.50%	✓	70%
	Review Your Peers: Module 4 Peer Assessment	Apr 13	--	✓	--

Course Policies

How to pass this course

- Pass the required number of graded assignments (listed above) to pass this course.

Due dates

- Due dates for each assignment are listed above.
- There is no late penalty for submitting after an assignment's due date - you just need to pass before the session ends.

If you are not able to complete the course in this session

- Most courses have a new session starting every few weeks.
- Your progress from this session will carry over to any future sessions.
- Learn more about switching sessions.