





Getting started with the course

-  **Video:** Introduction to Course 5
2 min
-  **Reading:** Course 5 overview
20 min
-  **Reading:** Helpful resources to get started
20 min
-  **Discussion Prompt:** Meet and greet
10 min

Media planning

Performance goals

Introduction to tools for marketing analytics

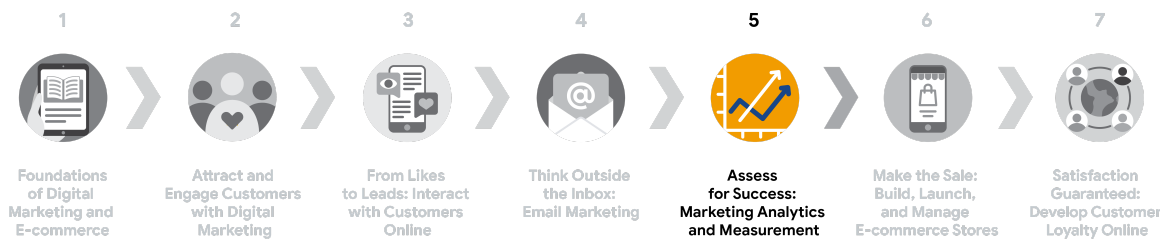
Review: Introduction to assess for success: marketing analytics and measurement







Course 5 overview

You are now beginning the fifth course of the program, **Assess for Success: Marketing Analytics and Measurement**. By the end of this course, you'll understand how media planning and performance goals play a large part in marketing campaigns by helping to achieve overall marketing goals and business objectives. You'll learn how Google Analytics and Google Ads are used to view performance metrics and evaluate the success of campaigns. Finally, you'll create data visualizations of metrics in spreadsheets and create presentations to share campaign insights with stakeholders.

Course progress

The entire program has seven courses. **Assess for Success: Marketing Analytics and Measurement** is the fifth course in the series.



1. **Foundations of Digital Marketing and E-commerce** —Learn about the fields of digital marketing and e-commerce and the skills needed for associate-level roles.
2. **Attract and Engage Customers with Digital Marketing** —Apply the marketing funnel concept to stages of the customer journey, including engagement, conversion, and loyalty. Learn methods for search engine optimization so potential customers find your products or services.
3. **From Likes to Leads: Interact with Customers Online** —Learn how to create marketing content and ads on social media platforms and evaluate their effectiveness using social media analytics data.
4. **Think Outside the Inbox: Email Marketing** —Learn how to execute email campaigns, use mailing lists, and automate customer communication and workflows.
5. **Assess for Success: Marketing Analytics and Measurement** —(current course) Learn how to collect, monitor, analyze, and present data from marketing campaigns using analytics and presentation tools.
6. **Make the Sale: Build, Launch, and Manage E-commerce Stores** —Learn the process to create a new e-commerce store and drive traffic to the online business through advertising campaigns.
7. **Satisfaction Guaranteed: Develop Customer Loyalty Online** —Learn strategies to build customer loyalty in e-commerce and use specific tools to help develop and maintain client relationships. This course also closes out the program with professional development topics to help you prepare for a job search.

Course 5 content

This course has weekly assignments. You can complete them at your own pace; however, the weekly assignments are designed to help you finish the program in six months or fewer. Refer to the information below about weekly progression for this course.

Week 1: Introduction to Assess for success: Marketing analytics and measurement

You will learn about marketing campaigns and how marketers set performance goals. You'll also explore media planning and practice creating your own media plan. Finally, you'll be introduced to common tools used in marketing analytics and how they work.

Week 2: Use metrics from Google Analytics and Google Ads

You will learn about key metrics and data sources from various platforms. You'll learn how to use the metrics in Google Analytics and Google Ads to gain insights for marketing campaigns. You'll also learn how to link data from Google Ads to Google Analytics and export data from both platforms for further analysis.

Week 3: Measure the success of marketing campaigns


You will investigate the metrics and outcomes that define a successful marketing campaign. You'll examine different metrics that help you determine the ROI or ROAS of a marketing project so you can make adjustments to improve returns. You'll also learn how to plan for and conduct an A/B test to optimize a marketing campaign. Finally, you'll examine what a successful marketing campaign looks like and what makes it successful.

Week 4: Share metrics and insights with stakeholders


You will learn how to work with stakeholders by anticipating their needs and communicating progress or results from a campaign. You'll explore how to analyze, filter, and prepare metrics and insights to share with them. You'll also practice creating visualizations, presentations, and a dashboard to clearly summarize insights for stakeholders. Near the end of the course, you'll apply what you've learned by presenting a set of practice insights to stakeholders.

What to expect

This course offers a series of lessons with many types of learning opportunities. These include:

- **Videos** for instructors to teach new concepts and demonstrate the use of tools
- **Readings** to introduce new ideas and build on the concepts from the videos
- **Discussion forums**  to share, explore, and reinforce lesson topics for better understanding
- **Discussion prompts** to promote thinking and engagement in the discussion forums
- **Self reviews** to practice tasks and check your results for accuracy or correctness
- **In-video quizzes** to help your comprehension of content presented in videos
- **Practice quizzes** to prepare you for graded quizzes
- **Graded quizzes** to measure your progress, give you valuable feedback, and satisfy program completion to obtain a certificate—Following program guidelines, you can take a graded quiz multiple times to achieve a passing score of 80% or higher.

Tips for success

- It is strongly recommended to go through the items in each lesson in the order they appear because new information and concepts build on previous knowledge.
- Participate in all learning opportunities to gain as much knowledge and experience as possible.
- If something is confusing, don't hesitate to replay a video, review a reading, or repeat a self-review activity.
- Use the additional resources that are referenced in this course. They are designed to support your learning.
- When you encounter useful links in this course, remember to bookmark them so you can refer to the information later for study or review.
- Understand and follow the **Coursera Code of Conduct**  to ensure that the learning community remains a welcoming, friendly, and supportive place for all members.

Mark as completed

