

INFORMATICS INSTITUTE OF TECHNOLOGY

In Collaboration with UNIVERSITY OF WESTMINSTER

**6MARK027C  
Digital Marketing, Social Medial and Web Analytics**

**Coursework II**

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# PART A

## Task 1: Concept of Events

Discuss the concept of "events" in Google Analytics 4 and, using your microsite as a case-study,

provide examples of how they can be used to track user interactions.

• Definition of GA4 events that lists appropriate examples (2 marks)

• Demonstrates an understanding of their function and role (2 marks)

• Demonstrates an understanding of different event properties and how they are tied to user

interactions (2 marks)

• Illustrates their answer using their microsite as a case-study (4 marks)

## Task 2: Google Analytics - Acccount

Create a Google Analytics account and link your microsite using Google Analytics 4 code. Briefly

outline the steps you took and take a screenshot of the code that was added to your site.

• Relevant documentation or description of steps (2 marks)

• Screenshot of code added (1 mark)

Task 3: HTTP Cookies

Explain the concept of HTTP cookies and discuss their role in web applications. In your answer

you should include a diagram to illustrate data flow between web clients and servers when HTTP

cookies are in use.

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• Appropriate definition (2 marks)

• Demonstrates an understanding of what problem they overcome (2 marks)

• Discussion in relation to the stateless web (2 marks)

• Evidence of an understanding of the limitations of cookies (2 marks)

• Appropriate diagram showing the key stages in the HTTP process and data flows between

client and server (4 marks)

## Task 4: Microsite Reports

1. Users by browser over time

2. Views by Page title and screen class over time

3. Sessions by ‘session default channel grouping’

4. New users by ‘First user default channel grouping’

5. User Engagement (overview)

6. User Retention (overview)

7. Users by City

8. Returning users by device category

9. New Users by Screen resolution

For each report you MUST submit i) the diagram generated by Google Analytics ii) a sentence that

interprets and comments on your findings

For each report (up to 9, 3 marks each max) 27

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• Correct time-period selected (1 mark)

• Relevant Google Analytics diagram or screenshot of report (1 mark)

• Comment or suitable interpretation of the report (1 mark). This way a business can sustain and deepen customer relationships.

## Task 5: KPI

. • KPI stated (1 marks).

• Justification of KPI based on research or analysis from TASK 4 (2 marks).

• All KPI sections are fully defined with appropriate values (3 marks).

• Appropriate justification for each section of the KPI (3 marks).

## Task 6: Email Marketing

• The type of email being sent is clear (e.g. news, event, promotion, announcement) and the

email would contribute towards the KPI designed as part of TASK5 (2 marks).

• The extent to which the design follows best practice and industry standards (consistent

branding, colour, sizing, positioning of content) (3 marks).

• The extent to which the content is relevant to the target audience (contains a clear offer or

call-to-action; balance of promotional content to informational content; extent to which the

reader is informed by the content) (2 marks).

• Important sections of the email are annotated or labelled (e.g. header, footer, body, sidebar,

CTA) (2 marks)

# PART B

## Task 7: Data Misinterpretation

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