

Syllabus | Coursera

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Syllabus

Course Description

Successfully marketing brands today requires a well-balanced blend of art and science. This course introduces students to the science of web analytics, while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide marketers with the foundation needed to apply data analytics to real-world challenges they confront daily in their professional lives. Students will learn to identify the web analytics tools right for their specific needs, understand valid and reliable ways to collect, analyze, and visualize data from the web, and utilize data in decision making for their agencies, organizations, or clients.

Prerequisites: None

Course Goals and Objectives

Upon successful completion of this course, you will be able to:

- Gain an understanding of the motivations behind data collection and analysis methods used by marketing professionals.
- Learn to evaluate and choose appropriate web analytics tools and techniques.
- Understand frameworks and approaches to measuring consumers' digital actions.
- Earn familiarity with the unique measurement opportunities and challenges presented by New Media.

Course Materials

Readings are assigned in each module.

Required readings:

- Peterson, E. (2004). *Web Analytics Demystified* (available for free download from [Web Analytics Demystified](#))
- Blog postings and online articles

Some readings are from *Harvard Business Review*. You can open 4 free articles per month, or you can register and gain access to 8 free articles a month. Registration is

free. We suggest that you register so you can access more articles from their website. Articles are ready for online reading, but a fee is charged for printing or downloading. You are not required to print or download for this course, just to access for online reading.

Strongly Recommended readings:

- Wong, D. (2010). *The WSJ guide to information graphics* (chapters 1-4). W.W. Norton & Company.
- Berinato, S. (2016). *Good charts: The HBR guide to making smarter, more persuasive data visualizations* (chapters 1-8). Harvard Business Review Press. Boston: MA.

Course Outline

The course consists of four modules.

Module 1: Course Overview and Digital Influence on Marketing

Key Concepts:

- Marketing analytics
- Three-step marketing model
- Zero Moment of Truth
- Epochs
- Digital data

Supplemental Readings:

Module 2: Basics of Web Analytics

Key Concepts:

- Marketing analytics tools
- Marketing analyst
- Clickstream analysis
- Competitive intelligence

Supplemental Readings:

- Web analytics demystified Chapter 2, "overview of web analytics," Chapter 3, "different web traffic data sources" and Chapter 4, "web analytics terminology," Chapter 5, "content organization tools," Chapter 6, "process measurement tools," Chapter 7, "visitor segmentation tools," Chapter 8, "campaign analysis tools," and Chapter 9, "commerce measurement tools."

- [LiveRamp, others push consumer identification across devices](#)
- [Behind the banner \[Video file\]](#)

Module 3: Basic Analytics Techniques and the Data

Key Concepts:

- Consumer Decision Journey (CDJ)
- Tags
- Amplification rate
- Applause rate
- Competitive intelligence

Supplemental Readings:

Module 4: Promise and Pitfalls of Digital Data

Key Concepts:

- New Media
- Processed data
- Application programming interface (API)
- Web scraping
- Bias

Supplemental Readings:

Elements of This Course

The course is comprised of the following elements:

- **Lecture Videos.** In each module your instructor will teach you the concepts you need to know through a collection of short video lectures. You may stream these videos for playback within the browser by clicking on their titles.
- **In-Video Questions.** Each lecture has questions associated with it to help verify your understanding of the topics. These questions will automatically appear while watching the video if you stream the video through your browser. These questions do not contribute toward your final score in the class.
- **Quizzes.** Each module has one or two **Practice Quizzes** and a **Module Quiz**. The Practice Quizzes aim to help you review and recall the content of a section in the module, including videos and readings. The Practice Quiz will not count towards passing the course; you may take it as many times as you want and all questions have feedback to help you understand the topic better. The Module Quiz includes

questions about all the topics in the module. You may attempt each Module Quiz two times per every four hours. There is no time limit on how long you take to complete each attempt at the quiz. You must pass each Module Quiz to complete the course.

- **Readings.** There are required supplemental readings for every module. Information from the supplemental readings may be included in the Module Quiz questions. The readings are helpful for expanding your knowledge of the lessons.
- **Peer Assessments.** Every module has a peer assessment activity. You will complete an exercise, submit your work, and review the work submitted by five of your peers. You must pass each peer assessment activity to complete the course.
- **Discussion Forums.** Posting in the forums is optional, but you are encouraged to do so.

How to Pass This Course

I am continually looking to improve this course and may encounter some issues requiring us to make changes sooner rather than later. As such, this syllabus is subject to change. I appreciate your input and ask that you have patience as we make adjustments to this course.

To qualify for a Verified Certificate, simply start verifying your coursework at the beginning of the course (with no upfront charges), and pay the \$79 Signature Track registration fee anytime before you complete the course. You can delay payment until you're confident you'll pass. Coursera [Financial Aid](#) is available to offset the registration cost for students with demonstrated economic needs. If you have questions about Signature Track, [please see the help topics here](#).

If you choose not to verify your work, you can still participate in the complete course.

Also note that this course is the second in the [**Digital Marketing Specialization**](#) offered by the University of Illinois at Urbana-Champaign. By earning a Verified Certificate in this course, you are on your way toward earning a [Specialization Certificate in Digital Marketing](#).

The following table explains the breakdown for what is required in order to pass the class, qualify for a Verified Certificate, and be on your way to completing the Specialization in Digital Marketing. You must pass all required activities in order to pass this course.

Name of activity	Required?	Number per module	Estimated hours per module	% Required to pass activity
Lecture Videos	Yes	3-4	1	0

Readings	Yes	3–6	3	0
Practice Quizzes	No	2	0.5	0
Module Quizzes	Yes	1	0.5	70% (7/10 points per quiz)
Peer Assessments	Yes	1	1.5	70% (7/10 points per activity)

You can get/give help via the following means:

- Use the **Learner Help Center** to find information regarding specific technical problems. For example, technical problems would include error messages, difficulty submitting assignments, or problems with video playback. If you cannot find an answer in the documentation, you can also report your problem to the Coursera staff by clicking on the **Contact Us!** link available on each topic's page within the Learner Help Center.
- Use the **Content Issues** forum to report errors in lecture video content, assignment questions and answers, assignment grading, text and links on course pages, or the content of other course materials. University of Illinois staff and community TAs will monitor this forum and respond to issues.

Note: Due to the large number of students enrolled in this course, the instructor is not able to answer emails sent directly to his account. Rather, all questions should be reported as described above.