

Online/Blended Course Syllabus

Course Information

Course Number/Section MKT6352
Course Title Marketing Web Analytics and Insights
Term Summer 24

Professor Contact Information

Professor Guido Tirone
Office Phone 972-883-5036
Other Phone
Email Address gxt170001@utdallas.edu
Office Location 800 West Campbell Road, SM32, Office 13.303
Online Office Hours Wednesday 3pm-4pm by appointment through MS Teams
Other Information

Note: state time/day and how office hours will be held, e.g., BlackBoard Collaborate or MS Teams (add appropriate links) and/or phone call – optional; please ensure student's identity in adherence to FERPA

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

Marketing Web Analytics and Insights (3 semester credit hours). The course covers the essential concepts of applying web analytics to digital marketing activities. We will discuss many of the best practices in web analytics such as metrics, events, campaigns, and reports. We will also begin to cover some of the advanced techniques, such as the setup and implementation of funnels and segments, tag management. Special emphasis is on business driven insights and developing actionable business recommendations. The course uses different web analytics platforms, some with transactional data-sets.

Student Learning Objectives/Outcomes

1. Understand the value of web analytics data and how it can be leveraged across all digital marketing functional teams.
2. Understand basic concepts from web analytics such as KPI's, funnels and product analysis
3. Know how web analytics tags are deployed & implemented
4. Learn how to pull and interpret all the standard reports from the Adobe & IBM Coremetrics Digital Analytics platform and use those reports to provide actionable insights and recommendations to a business.
5. Take the Google Analytics Exam
6. Complete to Adobe Projects and exam to demonstrate knowledge and proficiency of the tools.

Required Textbooks and Materials

Required Texts
None

Required Materials

None

Suggested Course Materials

None

Textbooks and some other bookstore materials can be ordered online or purchased at the [UT Dallas Bookstore](#).

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

Course Access and Navigation

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information.

To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Student emails and discussion board messages will be answered within 3 working days under normal circumstances.

Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the [eLearning Current Students](#) webpage for more information.

Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Academic Calendar

WEEK/ DATES	TOPIC/LECTURE	ASSESSMENT / ACTIVITY	DUE DATE
1 5/29	Introduction to Web Analytics, Adobe Theory & Reporting Basics		
2 6/5	Metrics & KPI		
3 6/12	Digital Marketing	Quiz 1	6/12/2024
4 6/19	Visitor Information & Other Reports		
5 6/26	Visualizations, Metrics Builder & Breakdowns		
6 7/3	Segment Builder, Debugger & Excel Analysis	Quiz 2	7/03/2024
7 7/10	Module Exam – Adobe Analytics	Module Exam	7/10/2024
8 7/17	Google Analytics Part I		
9 7/24	Google Analytics Part II		
10 7/31	Google Analytics Part III	Group Project Submission	7/31/2024

11 8/7	Final Exam proof Google analytics (No In Class Final)	Google Analytics IQ Submission	8/07/2024
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Class Materials

The Instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Participation

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Note: if the instructor records any part of the course, then the instructor will need to add the following syllabus statement:

The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.

Grading Policy

39% Adobe Exam

33% Marketing Analytics Project

22% Quizzes

6% Google Analytics IQ Certification

Overall Course Total	Letter Grade
92-100	A
90-91	A-
87-89	B+
81-86	B
79-80	B-
76-78	C+
69-75	C
Less than 69	F

Course Policies*Make-up exams*

Permitted only with a written doctor's excuse or under an extreme personal situation, as detailed in the Exam section above.

Late Work

Accepted, with a penalty of 10% per each day of lateness.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

Academic Support Resources

The information contained in the following link lists the University's academic support resources for all students.

Please go to [Academic Support Resources](#) webpage for these policies.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

Please go to [UT Dallas Syllabus Policies](#) webpage for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.