

364588: Digital Analytics

MGMT-X 470.10

Winter 2019 Section 1 4 Credits 01/07/2019 to 03/24/2019 Modified 09/20/2018

Description

Digital analytics is a set of business and technical activities that create and collect "big data" and process it for analysis, recommendations, optimizations, and predictions. This course defines the term "digital analytics" and focuses on its importance in marketing. It provides technical information to understand and implement digital analytics in an organizational context; examines digital analytics strategies, including segmentation, context, and conversion attribution; defines KPIs and key metrics used in digital analytics; explores various tools and software used to track analytics, such as Google Analytics; discusses website optimization; and covers webmaster data integration with analytics.

Objectives

- Learn the impact digital analytics can have on a business and marketing campaign
- Comprehensive overview of digital analytics metrics and tools
- Learn about various stakeholders and how to support them with actionable analysis

Outcomes

- Define the impact and value of digital analytics in a marketing campaign
- Identify the appropriate measurement strategy under varying marketing campaign conditions
- Pull basic KPIs from Google Analytics
- Pull basic KPIs from native social media analytics tools
- Write Boolean logic for social listening topics

Materials

Please find course materials in the modules section.

Evaluation

Criteria

- Quizzes (50%): Each week of the course will end with a quiz, these will test how well you retain the course material for week.
- Assignments (25%): You will have the opportunity to work on digital analytics case studies/projects, which will be evaluated on how well they integrate the strategies and learnings from class.
- Discussion (25%): There will be a number of class discussions to synthesize and further contemplate on each week's topic.

Breakdown

A+	100 %	to 97.0%
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A	< 97.0 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 74.0%
C-	< 74.0 %	to 70.0%
F	< 70.0 %	to 0.0%

All course grades are final.

* Course Policies

Students are expected to:

- Actively participate in class discussions
- Complete all readings and homework as assigned
- Be on time in submitting assignments
- Communicate respectfully to instructors and fellow classmates
- Utilize professional level English in presentations and written assignments

Institutional Policies

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at:

<https://www.uclaextension.edu/pages/str/studentConduct.jsp> (<https://www.uclaextension.edu/pages/str/studentConduct.jsp>)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary

aids/services are available only through UCLA Extension's Office for Students with Disabilities at (310) 825-0183 or by email at access@uclaextension.edu. For complete information see: <https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp> (<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>)

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see: <https://www.uclaextension.edu/pages/str/grading.jsp> (<https://www.uclaextension.edu/pages/str/grading.jsp>)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, Suite 113, 10995 Le Conte Ave., Westwood; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at <http://policy.ucop.edu/doc/4000385/SHSV> (<http://policy.ucop.edu/doc/4000385/SHSV>).

Additional Items

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
 - What are the basic computer specifications for Canvas? <https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas> (<https://guides.instructure.com/m/4214/l/82542-what-are-the-basic-computer-specifications-for-canvas>)
 - Which browsers does Canvas support? <http://guides.instructure.com/s/2204/m/4214/l/41056-which-browsers-does-canvas-support> (<http://guides.instructure.com/s/2204/m/4214/l/41056-which-browsers-does-canvas-support>)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as access to the online environment of a specific course is limited to 30 days after the final course date, as listed in the course catalog.

If you need assistance downloading student materials from your course, please contact Canvas Support or the Office of

UCLA Extension Canvas and Learning Support

For immediate 24/7 Canvas technical support, including holidays, click on Help (located on the menu to the left) where you can call or chat live with a Canvas Support representative.

UCLA Extension Instructional Design and Learning Support

The UCLA Extension Learning Support staff assists both students and instructors with Canvas-related technical support, as well as general and administrative questions.

Learning Support staff is available Monday through Friday, from 8 AM to 5 PM (Pacific Time), except holidays:

- Email: support@unexonline.zendesk.com
- Website: <http://support.uclaextension.edu> (<http://support.uclaextension.edu/>)

Schedule

Week 1

- Introduction to Digital Analytics - What is it?
- Marketing Funnel - Mapping key metrics in the consumer journey

Week 2

- Web Optimization
 1. Landing pages vs. Home pages
 2. UX and Design

Week 3

Google Analytics: Audience

Week 4

Google Analytics: Acquisition

Week 5

Google Analytics: Behavior, Conversion

Week 6

Social Media Analytics: Facebook & Twitter

Week 7

Social Media Analytics: YouTube

Week 8

Social Listening and Conversation Analysis

Week 9

- SEO
- Keyword Research

Week 10

Paid Media

Week 11

- Presenting Digital Analytics to executives
 - Careers in Digital Analytics
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