DIGITAL MARKETING ANALYTICS

Sample Syllabus

INSTRUCTOR INFORMATION
Name:
Office Location:
Office Phone:
Email:

Welcome to Digital Marketing Analytics

Digital marketing analytics is foundational to digital marketing because it is the language used to optimize and connect results across all digital marketing tactics (search, social media, email, display, video, etc.). An effective digital marketing analyst is a vital data translator for a business. You can be a digital marketing analyst and establish yourself as an indispensable employee. Becoming an analyst requires the cultivation of both technical and soft skills. These skills are taught through this course.

Text and Materials

This course uses the Digital Marketing Analytics digital textbook and the Mimic Digital Marketing Analytics simulation, both accessed at http://home.stukent.com.

Learning Outcomes

Digital Marketing Analytics: Understand digital marketing analytics and how to apply it to your marketing career.

Digital Consumer: Understand how the scale of collected consumer data and the emergence of consumer privacy protections affect marketing in the digital age.

Digital Company: Recognize a business's current level of analytics maturity and plan how to enhance that analytics maturity.

Measurement Model: Understand business measurement models and how to establish them to enhance digital marketing analytics effectiveness.

Data-driven Decisions: Know the advantages of data-driven decision-making and be able to apply the decision-making framework — question, curate, analyze, and optimize.

Analyze: Determine the analysis approaches and techniques that best support various business questions.

Optimize: Understand that insights are only impactful when implemented and know how to prioritize persuasive recommendations for various audiences.

Owned Media Analytics: Understand owned media analysis and optimization strategies to create lasting business value.

Paid Media Analytics: Know how to connect paid media analytics to business results.

Earned Media Analytics: Interpret earned media analytics and provide performance insights.

Competitive Research: Interpret competitor analytics and provide actionable business recommendations.

Grading Policy

The assessment and grading system is intended to reflect student learning and performance.
- Assignments: 30%
- Quizzes: 15%
- Mimic Digital simulation: 20%
- In-class participation: 10%
- Final exam: 25%

Elements of the Course

Quizzes: Every reading assignment from the textbook has an accompanying quiz. The reading of chapters and the quiz must be completed before class begins on the day the quiz is due.

Assignments: Every chapter (besides chapters 5 and 15) has an accompanying assignment. The assignment must be completed before class begins on the day the assignment is listed as due.

Expert Sessions: You will watch three Expert Sessions throughout the semester. These are video lectures by industry professionals.

In-class Participation: You are expected to actively engage in classes and classroom discussions. Both attendance and in-class engagement are components of your participation grade:
- Attendance: 5%
- In-class engagement: 5%

Final Exam: There will be one final exam. The exam will cover material from the textbook and the material covered in class.