**[DEPARTMENT NAME]**

**[COLLEGE NAME]**

**COURSE PROPOSAL**

**Name:**

**Position:**

**Email:**

**Address:**

**Phone number:**

**I. Proposed course title:**

MKT 440: Digital Marketing Strategy

**II. Course description**

Digital marketing analytics is foundational to digital marketing strategy 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.

**III. Purpose of course**

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.

**IV. 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.

**V. Outline of course content:**

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| --- | --- | --- | --- |
| **DATE** | **CLASS TOPIC** | **QUIZ DUE** | **ASSIGNMENT DUE** |
| Week 1 Class 1 | Introduction and  Syllabus Review |  |  |
| Week 1 Class 2 | Why Digital Marketing Analytics? | Chapter 1 | Register for “Digital Marketing Analytics” textbook |
| Week 2 Class 1 | Digital Consumer | Chapter 2 | Data Literacy assignment |
| Week 2 Class 2 | Digital Consumer |  |  |
| Week 3 Class 1 | Digital Company | Chapter 3 | Optional Digital Persona Creation assignment |
| Week 3 Class 2 | Digital Company |  |  |
| Week 4 Class 1 | Measurement Model | Chapter 4 | Marketing Technology Stack assignment |
| Week 4 Class 2 | Measurement Model |  |  |
| Week 5 Class 1 | Data-driven Decisions | Chapter 5 | Customer Lifetime Value assignment |
| Week 5 Class 2 | Data-driven Decisions |  |  |
| Week 6 Class 1 | Analyze | Chapter 6 |  |
| Week 6 Class 2 | Analyze |  |  |

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| Week 7 Class 1 | Optimize | Chapter 7 | Working in Excel assignment |
| Week 7 Class 2 | Optimize |  |  |
| Week 8 Class 1 | Website Analytics | Chapter 8 | Data Studio Dashboard Creation assignment |
| Week 8 Class 2 | Website Analytics |  |  |
| Week 9 Class 1 | Organic Search Analytics | Chapter 9 | Google Analytics: Google Merchandise Store assignment |
| Week 9 Class 2 | Expert Session/ Guest Speaker |  |  |
| Week 10 Class 1 | Social Media Analytics | Chapter 10 | SEMrush assignment |
| Week 10 Class 2 | Expert Session/ Guest Speaker |  |  |
| Week 11 Class 1 | Mobile App Analytics | Chapter 11 | Facebook Analytics assignment |
| Week 11 Class 2 | Expert Session/ Guest Speaker |  |  |
| Week 12 Class 1 | Email Analytics | Chapter 12 | Google Analytics for Firebase: Flood It! assignment |
| Week 12 Class 2 | No Class/Work Day |  |  |
| Week 13 Class 1 | Paid Media Analytics | Chapter 13 | Mailchimp: Outrageous Fun Game assignment |
| Week 13 Class 2 | Paid Media Analytics |  |  |
| Week 14 Class 1 | Earned Media Analytics | Chapter 14 | Google Ads in Google Analytics: Google Merchandise Store assignment |
| Week 14 Class 2 | Earned Media Analytics |  |  |
| Week 15 Class 1 | Competitive Research | Chapter 15 | Social Searcher: Netflix assignment |
| Week 15 Class 2 | Recap and Final Exam Review |  |  |

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**VI. Proposed courseware**

This course uses a digital textbook, accessed at<http://home.stukent.com>.

Digital Marketing Analytics: Strategic Decision-Making  
Publisher: Stukent, Inc.  
Author: Nathan David  
ISBN: 9781734688849  
Direct From Stukent Price: $79.99  
<https://www.stukent.com/higher-ed/digital-marketing-analytics-textbook/>

Chapter 1: Why Digital Marketing Analytics?  
Chapter 2: Digital Consumer  
Chapter 3: Digital Company  
Chapter 4: Measurement Model  
Chapter 5: Data-Driven Decisions  
Chapter 6: Analyze  
Chapter 7: Optimize  
Chapter 8: Websites  
Chapter 9: Organic Search  
Chapter 10: Social Media  
Chapter 11: Mobile Apps  
Chapter 12: Email  
Chapter 13: Paid Media  
Chapter 14: Earned Media  
Chapter 15: Competitive Research

This courseware accomplishes the following objectives:

* Provides easily accessed material
* Ensures up-to-date digital marketing content
* Covers the main digital marketing channels
* Limits student costs
* Enhances training for in demand digital marketing tools
* Teachs evergreen digital marketing strategic frameworks
* **[ADD OTHER IMPORTANT OBJECTIVES]**

Employers seek candidates that have experience with in demand digital marketing tools. For example, on March 22nd, 2021 there were 11,915 US job postings on Indeed.com that explicitly mentioned Google Analytics as a required skill. Unfortunately, delivering these hands-on student experiences is often difficult for both the students and instructor. ‘Digital Marketing Analytics: Strategic Decision-Making’ includes student resources that enable hands-on experiences in 16 digital marketing tools including (Google Analytics, Google Analytics 4, Data Studio, Tag Manager, SEMrush, Mailchimp, Google Trends, Facebook Analytics, and Social Searcher).

Digital marketing is a rapidly evolving field. Therefore, it is important to not only equip students with hard skills in digital marketing tools but also theoretical approaches and frameworks that can be applied to current and future digital marketing channels. ‘Digital Marketing Analytics: Strategic Decision-Making’ uses 5 evergreen, industry frameworks to enhance learning and provide structure for digital marketing theory and strategy. Students can use these frameworks year after year in the evolving world of digital marketing.

**VII. Sample Assignments**

GOOGLE ANALYTICS GOOGLE MERCHANDISE STORE ASSIGNMENT | by Nathan David

**Overview**

**Learning Objectives**

● Practice navigating Google Analytics.

● Answer business questions using Google Analytics data.

● Interpret website analytics and provide performance insights.

**Recommended Student Preparation**

● Read Chapter 8: “Website Analytics.”

**Background**

Of all digital marketing media, websites oftentimes provide the greatest volume of data and business insights. Such high volume of data is the result of businesses directing consumers from all forms of media to their websites. The website is almost always a business’ desired destination for consumers because the business establishes valuable customer relationships through conversions and transactions on its website. This makes the website the central hub connecting all other supporting media. Thus, website analytics provides insights into website performance as well as the efficacy of other media to drive traffic to the website.

As websites have become increasingly important to a business’ success, website analytics tools such as Google Analytics have become invaluable troves of actionable data. Therefore, it is imperative that an analyst understands website analytics.

For this assignment, have students explore the in-demand website analytics tool Google Analytics by using the company’s demo account. The demo account reports actual website analytics data for the [Google Merchandise Store](https://shop.googlemerchandisestore.com/). Students should explore both the Google Analytics demo account and the Google Merchandise Store to better understand how data flows from a website into Google Analytics.

**Instruction**

Set the due date for this assignment after students have read Chapter 8: “Website Analytics.” Have the students follow the instructions for the “Google Analytics Google Merchandise Store Assignment” available under “Student Resources” for this chapter in Edify. Below are the instructions for your reference.

STUDENT INSTRUCTIONS

You have been hired as a digital marketing analyst for the Google Merchandise Store.

**Step 1**

Please get familiar with your employer by exploring their site<https://shop.googlemerchandisestore.com/>.

Google Merchandise Store is an e-commerce site that sells Google-branded merchandise. The website has Google Analytics implemented, which pushes data into a demo account you can access. The data available through the Google Analytics account is typical of what you would see for an e-commerce site and includes the following kinds of information:

● Traffic source data: Information about where website users originate, including information about organic traffic, paid search traffic, display traffic, etc.

● Content data: Information about the behavior of users on the site, including the URLs of pages that users look at and how they interact with page content

● Transaction data: Information about the transactions that occur on the Google Merchandise Store website

**Step 2**

Gain access to the Google Analytics demo account for the Google Merchandise Store. [Instructions for accessing this demo account](https://support.google.com/analytics/answer/6367342?hl=en) are available from Google. Make sure when you access the demo account you use Master View 1 (see images below).

**Step 3**

Your manager is interested in the website performance for the Google Merchandise Store for the month of March 2020. *Note*: Make sure you adjust the Google Analytics demo account date filter in the upper right hand corner to start on March 1, 2020, and end on March 31, 2020.

Your manager has asked you to answer the following questions using data from the Google Analytics demo account. Provide an answer for each of the 10 questions below.

1. How many users did the Google Merchandise Store have in March 2020?

2. How many sessions did the Google Merchandise Store have in March 2020?

3. What was the page with the most pageviews in March 2020?

4. Of all the channel groups, which drove the most users in March 2020?

5. How many users did the channel group “Referral” drive in March 2020?

6. How many sessions did the channel group “Social” drive in March 2020?

7. What channel group drove the most revenue in March 2020? How much revenue did it drive?

8. How much total revenue was recorded from the website in March 2020?

9. What product drove the most revenue in March 2020?

10. Due to the coronavirus, schools and businesses began closing or going fully remote and economic activity decreased in March 2020. Do you see an impact from coronavirus on the Google Merchandise Store’s daily users throughout March? If yes, what impact do you observe?

**VIII.** **Grading**

This is a Credit/No Credit course. There are a possible 150 points for the six assignments; at least 112 points are needed to obtain a Credit grade.

The assessment and grading system is intended to reflect student learning and performance.

● Assignments: 40%

● Quizzes: 20%

● In-class participation: 10%

● Final exam: 30%