**Course Competency**

**Competency 1:** The student will identify the ways in which organizations use web analytics to promote measurable value by:

1. Defining the landscape of web marketing analytics.
2. Evaluating the strategic and operational aspects of web analytic tools (e.g., dashboards, forecasting, etc.) and technologies.
3. Explaining the difference between paid, owned, and earned media.
4. Evaluating web marketing analytics methods.
5. Describing the purchase funnel as a framework to measurement.
6. Defining Key Performance Indicators (KPIs) and the translation of marketing metrics (e.g., social, web, offline, and multi-channel) to business results reporting (e.g., ROI, revenue performance, and activity-levels).

**Competency 2:** The student will recognize the importance of using web analytics to evaluate and optimize websites and other digital assets by:

1. Identifying the components of a website that can be measured and improved (e.g., conversion rate, optimization, etc.).
2. Explaining how website visitors navigate and interact with a website to lead to marketing goal attainment and ecommerce conversion.
3. Identifying different traffic sources and data flow (e.g., direct, referring, search traffic, etc.).

**Learning Outcomes**

- Numbers / Data
- Critical thinking
content to be measured (e.g., pages, landings, etc.)
4. Using social media analytics and explaining the importance of inbound traffic.
5. Utilizing A/B testing to increase conversion rates.
6. Addressing privacy issues and concerns (e.g., permission and consent) related to the capture, storage, sharing, and use of collected marketing information.

**Competency 3:** The student will evaluate the different means of monitoring and measuring marketing campaigns by:

1. Measuring, reporting, analyzing, and managing a campaign's business performance.
2. Using web analytics to optimize campaigns. c. Comparing and contrasting search ads analytics / Return on Investment (ROI) measurement and social ads analytics / Return on Investment (ROI) measurement.

**Competency 4:** The student will explain how marketing web analytics can impact business decision-making by:

1. Identifying how an organization can create a data-driven organizational culture.
2. Defining user experience research methods for a deep knowledge on the complete customer experience.
3. Developing the principles of information design and data visualization.