### MAR 2935  Fundamentals of Google Analytics

**Course Description:**
This course illustrates the advanced analytical tools of Google Analytics to provide students with an understand of how to use data to drive digital business and marketing campaigns. The course will introduce topics ranging from performance measurements, basic metric definition, socio-demo data and website traffic evaluation. (1-hour lecture)

<table>
<thead>
<tr>
<th>Course Competency</th>
<th>Learning Outcomes</th>
</tr>
</thead>
</table>
| **Competency 1:** The student will apply the concepts of Google Analytics by: | • Information Literacy  
• Computer / Technology Usage |
| 1. Defining the basics of digital analytics.  
2. Exploring the Google Analytics platform with a demo account.  
3. Labeling and defining the Google Analytics glossary. | |
| **Competency 2:** The student will recognize the Google Analytics layout by: | • Numbers / Data  
• Information Literacy |
| 1. Identifying the navigation options in Google Analytics.  
2. Utilizing Google Analytics Reports to make marketing decisions.  
3. Recognizing how to set up dashboards and shortcuts. | |
| **Competency 3:** The student will analyze how to setup and configure Google Analytics by: | • Information Literacy  
• Computer / Technology Usage |
| 1. Examining the setup of Google Analytics and a tracking codes / tags in websites.  
2. Defining how to set up business goals in Google Analytics.  
3. Illustrating how to create filters to reporting views.  
4. Recognizing how to set up ecommerce tracking in Google Analytics.  
5. Formulating a basic campaign and campaign conversion tracking metrics. |
| Competency 4: The student will assess the use of the Google Analytics reporting system by: | • Numbers / Data  
| • Computer / Technology Usage |
|---|---|
| 1. Exploring the main tools for reporting under Google Analytics.  
2. Demonstrating the methodology on analyzing real time Reports.  
3. Analyzing audience reports.  
4. Utilizing acquisition reports and behavior reports. | --- |

| Competency 5: The student will identify advanced analysis tools and techniques and their usage by: | • Numbers / Data  
| • Computer / Technology Usage |
|---|---|
2. Defining data by channel and audience.  
3. Illustrating how to analyze data with custom reports.  
4. Discussing the use of remarketing. | --- |