



### **Course Description**

#### **MAR1933 | Fundamentals of Marketing Analytics | 1.00 – 3.00 credits**

This course provides an introduction on how to build and define a brand architecture and how to measure the impact of marketing efforts on brand value over time. As an introduction to Google Analytics, students will learn how to create an account, setup and navigate the Google Analytics interface.

### **Course Competencies:**

**Competency 1:** The student will recognize the marketing process and the transformational role of analytics by:

1. Examining the basics of digital analytics
2. Exploring the marketing process
3. Identifying how to utilize data to improve a marketing strategy
4. Outlining how to improve the marketing process with analytics

**Competency 2:** The student will evaluate the metrics for measuring brand assets and customer lifetime value by:

1. Analyzing how to develop a brand architecture
2. Calculating how to measure and evaluate brand value
3. Defining the customer lifetime value and how to calculate it
4. Identifying how to use the customer lifetime value and how to make marketing decisions

**Competency 3:** The student will assess the use of Google and web analytics by:

1. Defining the key ideas and web analytics processes
2. Exploring all the navigation options in Google Analytics
3. Utilizing web analytics reports to make marketing decisions
4. Creating dashboards and shortcuts
5. Utilizing the main tools for reporting under Google Analytics
6. Analyzing real time reports

**Competency 4:** The student will understand the concept of social media analytics and utilizing the social media tracking platform by:

1. Defining the key ideas and social media analytics processes
2. Exploring the navigation options in a social media tracking platform
3. Utilizing streams from creation to implementation
4. Utilizing a social media tracking report to make marketing decisions

### **Learning Outcomes:**

- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively