

Syllabus MKTG 3690 X01_Fall 2021

MKTG-3690 X01 Digital Marketing Analytics



Instructor Contact Information

Professor Swapnil Saravade (<https://uvu.instructure.com/courses/527173/pages/instructor-information>)

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Course Description

Welcome to this exciting course! The course material and the assignments of this course are designed to provide you with the theoretical and practical side of digital marketing analytics. With each chapter of the textbook, we will learn about important terms, concepts, and implications for marketers. The quizzes will emphasize and test your conceptual understanding of the topics. On the other hand, you will apply your conceptual knowledge to gain practical understanding through Stukent simulation and Google Analytics Demo practice sessions. Here you would be able to apply your learnings from the chapters to real-life analytics dashboards.

Further, this course will provide you with an excellent opportunity to earn Google Analytics certifications (and in the process, you earn points too for this course!). The training and certifications can be taken for free as of now. You would be able to include these certifications in your CVs by the end of this semester. These certifications are valued for job positions associated with marketing analytics. You could do a quick Google search or LinkedIn jobs search for jobs about digital marketing analytics and observe their “requirements or preferred qualifications” sections. Also, you may notice that the certifications and the overall syllabus of this course aligns well with the available opportunities. I hope that the certifications students earn in this course, the concepts you learn and apply will help their careers. In summary, this course is more hands-on, wherein you get an opportunity to apply what you learn and help you develop skills that would help your career.

Course Outcomes

Upon successful completion of this course, students will have:

- Obtained Google certifications in Google Analytics.
- Critiqued digital marketing decisions based on web analytics metrics.
- Applied advanced digital marketing skills in evaluating companies' marketing efforts.
- Gained a systematic understanding of Digital Marketing Analytics concepts.

✔ Prerequisites and Needed Skills

- MKTG 3660 and University Advanced Standing
- The course will use Excel spreadsheet software

📄 Materials, Fees and Technology Tools

- The course material required for this course is available through Stukent.com. The course materials includes textbook, simulation, and case studies in the form of a bundle. Please click the following link to purchase <https://home.stukent.com/join/F78-23C> (<https://home.stukent.com/join/F78-23C>)
- The bundle which includes textbook, simulation, and case studies is available for lifetime access to students. That means students can have access to the resources (textbook, simulation, etc.) associated with the course even after the course is over. The course bundle is available at \$109.99. The course access includes the regular updates that Stukent.com makes to their course material.
- If you need technical support for navigating Stukent.com, please use their following contact information. Their hours in Mountain time are Monday - Friday, 6 am to 8 pm, then Saturday 10 a.m. - 2 p.m.

Email: support@stukent.com (support with course registration), virtualta@stukent.com (support for course navigation), Phone number: (855)-788-5368

- Students need to have access to a computer and reliable internet connection.
- Students will need to have a Google/Gmail account
 - See [Google Privacy Policy](https://policies.google.com/privacy?hl=en-US) (<https://policies.google.com/privacy?hl=en-US>)

❓ How This Course Works

Course Mode:

This course is categorized as an online asynchronous course, which means there will be no designated class meeting time for real-time student-instructor interaction. The course material will be available through Canvas and the Stukent.com website. You will receive feedback on your assigned work electronically.

Description of how the course works:

The chapters, quizzes, and simulation rounds are to be accessed using the Stukent.com website. Canvas is where additional course content, grades, and communications will reside for this course.

This course has regular due dates so it is important to schedule time each week to be online completing course activities. The course is divided into modules that correspond with each week of the semester. Module activities consist of quizzes and assignments that will prepare students for three Google Certifications over the course of the semester.

Students will be expected to use a personal Gmail google account and spreadsheet software.

For this **three (3) credit-hour** course students should expect to spend up to **9+ hours a week** completing course activities.

Student Responsibilities:

- *Start class the first week of the term.*
- ***Be accountable by setting aside a regular time each week to complete course activities and assignments on time as noted per the due dates.***
- *Learn how to use Canvas including communication tools (e.g. discussions, Canvas inbox, etc.). If you have technology-related problems contact the [Service Desk](https://www.uvu.edu/servicedesk/) (<https://www.uvu.edu/servicedesk/>).*
- *Abide by ethical standards. Your work must be your own.*
- *Contact your instructor as early as possible if an emergency arises. Do NOT wait until the last minute to ask for an extension.*

Instructor Responsibilities:

- *Respond to emails within ONE business day. If multiple emails are received regarding the same question or concern, they may be responded to with an announcement to the entire class.*
- *Provide timely, meaningful and constructive feedback on assignments.*
- *Facilitate an effective learning experience.*
- *Refer students to appropriate services for issues that are non-course content specific. For instance, technical issue, writing labs, accessibility services, etc.*
- *Mentor students through the course.*

Course Material

In this course, we will be using Stukent.com's material, specifically, **Digital Marketing Analytics** by Nathan David as a primary material for this course. We will also be using [Skillshop by Google](#)

(<https://skillshop.withgoogle.com/>). You will be able to access the online learning modules using any Google Gmail account. Besides, some additional material for the specific week will be outlined under the Read/Watch/Review sections.

These will be required readings throughout the semester and will be the basis of many of the weekly quizzes, and exams. Please take the time to read and understand the materials. If you have questions, please reach out directly to me.

- **Recommended readings** (not required for the course)
- Web Analytics An hour a day. Author: Avinash Kaushik (First edition). ISBN: 978-0470130650
- Digital Marketing Strategy: An integrated approach to online marketing (Second edition). Author: Simon Kingsnorth. ISBN: 978-0749484224

Course Website

This course will be administered online through Canvas and Stukent.com.

Grading and Late Work Statement

Grading Scale:

The following grading standards will be used in this class:

Grade	Percent
A	94-100
A-	90-93
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72

D+	67-69
D	63-66
D-	60-62
E	0-59

Assignment and grading categories

Grading components	Points	Percentage of total points
Weekly quizzes (15 quizzes of 15 points each)	225	22.5%
Midterm	100	10%
Final	100	10%
Short homework assignments	80	8%
Google Analytics demo account practice (3 rounds, 15 points each)	45	4.5%
Certifications		
Google Analytics certification- Beginner	100	10%
Google Analytics certification- Advanced	100	15%
Google Tag Manager certification	150	15%
Total	1000	100%

I suggest you consistently perform well for a good grade. If you are having difficulty with the class, email the instructor (me) early on. I can't help you improve your grade if you wait until the end of the semester. I will not round your percentage grade up or down. **Final grades are just that: Final.** Only if you find errors in calculation or reporting, you can appeal to me.

Late Work Statement:

The best way to be successful in this course is to submit all assignments by their due date. In case you are unable to meet a due date, contact your instructor (me) as soon as possible so we can try to discuss possible options for adjusted due dates. It is very important to participate and stay updated with all the work throughout the semester, as it is much more difficult to make up for it all at once.

Assignments:

There are a variety of assignments that introduce students to web analytics and digital advertising. Please find below the details of each of the course components and how they would be graded.

Google Certifications

Assignments will prepare students for three official Google Certification exams over the course of the semester. These certifications are Google Analytics 1) Beginner, 2) Advanced certification, and 3) Google Tag Manager certification. If you observe closely, the google certifications and the google analytics demo practice rounds account for approximately 40% of your grade (395 points out of 1000 points)!

Please find the website links, to begin with, each of the Google Analytics Certifications.

1. Google Analytics for Beginners: <https://analytics.google.com/analytics/academy/course/6>
(<https://analytics.google.com/analytics/academy/course/6>)
2. Advanced Google Analytics: <https://analytics.google.com/analytics/academy/course/7>
(<https://analytics.google.com/analytics/academy/course/7>)
3. Google Tag Manager Fundamentals:
<https://analytics.google.com/analytics/academy/course/5>
(<https://analytics.google.com/analytics/academy/course/5>)

Google Analytics Demo Practice rounds

The purpose of the Google Analytics Demo Practice rounds is to test your ability to understand and interpret real-life data collected on the Google Platform. This resource is free. In other words, here would be able to apply what you learned in the chapters, simulation, and google analytics certifications. There will be only three practice rounds (25 points each) towards the end of the semester (please see the course schedule). You will be provided with questions for each of the rounds that particular week. You need to submit your responses on Canvas, that specific week. I will provide you with sample questions and the format for submission a few weeks before the submission.

Simulations

First, the simulation is quite fun! The simulations will give a contextual understanding of digital marketing analytics and apply the concepts you learn in each chapter to a marketing simulation. The simulation is available on the Stukent website since it comes as a part of the bundle. There are ten rounds of the simulation. Each round is due a particular week (please see class schedule). The simulation rounds are aligned with each chapter covered that specific week. The first round will technically open on September 27, 2021, and is due October 3, 2021. However, I will be opening the simulation about a week before (around September 20, 2021), so that you familiarize yourself with the simulation before starting each of the rounds.

It is likely that you may take a while (maybe a few first rounds) to understand the simulation. That is ok, not a problem. Please note that the simulation has a total of 100 points. **For grading, if you complete all the ten rounds by the specific deadline for each week, you receive 50 points right away!** The remaining 50 points will be based on how well you perform on each of the rounds. That means, if you complete each of the rounds each specific week, you get at least 50 points for the simulation! You will be able to see your points immediately after you run the simulation. You will receive the points in the form of percentages. I will be converting them out of a total of 50 points for the final grading. I suggest you complete each of the rounds and try to perform well on each of those. If you have any questions or cannot understand any component of the simulation, please email me and let me know.

Short homework assignments

Short homework assignments will be in the form of short cases, short questions, or reflections pertaining to a certain topic of a specific chapter. The total points for these assignments are 80. However, their individual weightage may vary a bit based on the assignment. For instance, one homework assignment for a particular week would be for 10 points, whereas for some other week for another assignment it would be just for 5 points, etc.

Quizzes and Exams

Each chapter concludes with a quiz. The quizzes are timed and allow for two (2) attempts for each examination. The highest of the two scores will be considered in your grades. If you do not take the quizzes by the due date of a particular week, you will not receive any points for that specific week's quiz.

The two (midterm and final) exams will be based on the reading material, chapter quizzes, and google analytics certification. For instance, for the midterm, you can expect questions from Google Analytics Beginner Certification Exam and the chapters covered until the midterm (Chapters 1 to 8). For the final exam, you can expect questions from all the chapters (Chapters 1 to 15), Google Analytics Advanced Certification, Google Tag Manager Certification, and Google Demo Account Practice rounds. Please note that the questions in the exams coming from google analytics certifications will not be exactly the same as those found in the certification exams. The questions will be different and will test your understanding of each of the certifications. **Both exams (midterm and the final) are open book, open notes, online, and timed.** Each exam is composed of a mix of multiple-choice questions, true or false, fill in the blanks, and essay questions.

Course Schedule

See **Course Schedule** (<https://uvu.instructure.com/courses/527173/pages/course-schedule>) page.

UVU Policies and Resources

[Policies and Success Strategies](https://greengold.uvu.edu/_crs_info_master/success.html) [_\(https://greengold.uvu.edu/_crs_info_master/success.html\)](https://greengold.uvu.edu/_crs_info_master/success.html)

[Accessibility Services](https://www.uvu.edu/accessibility-services/students/) [\(https://www.uvu.edu/accessibility-services/students/\)](https://www.uvu.edu/accessibility-services/students/)

- Students who need accommodations because of a disability may contact the UVU Office of Accessibility Services (OAS), located on the Orem Campus in LC 312. To schedule an appointment or to speak with a counselor, call the OAS office at 801-863-8747. Deaf/Hard of Hearing individuals, email nicole.hemmingsen@uvu.edu or text 385-208-2677.

[Campus Resources](https://www.uvu.edu/otl/students/campus_resources.html) [_\(https://www.uvu.edu/otl/students/campus_resources.html\)](https://www.uvu.edu/otl/students/campus_resources.html)

Tutor Information

To help every learner at UVU, the university has five tutoring labs across campus that offer both in-person and online modes of support. This is a free resource for all UVU students where peers work alongside of one another to work through and understand the concepts of the course. Because the program is a peer-to-peer program, not every course of every discipline can be supported each semester. However, the tutoring program is certified by the College Reading & Learning Association, which means that tutors are trained to share learning and study strategies during tutorial sessions that are often helpful regardless of the course. While tutors will not complete or correct homework for you, or help you on take-home tests or quizzes, they will help you understand and reinforce concepts that you are learning in this class. For more information about offerings and to see what courses are supported this semester, visit www.uvu.edu/academictutoring.

Will my course have a tutor this semester?

Because of our peer-to-peer approach to tutoring, the courses we support each semester are limited to the courses that our student employees have already successfully completed. This typically means that 1000- and 2000-level courses are well covered and that we tend to have decent 3000-level course support. At the 4000-level we run into a little bit of a problem because the students who have successfully completed those course are either graduated and no longer eligible for student work or offered jobs in industry. We do our best to find master's students who can help with those upper-division courses, but it's not always perfect. If you're curious about a specific course, please feel free to email Laurie Toro (Laurie.Toro@uvu.edu) or myself (Skyler.Meeks@uvu.edu), and we can double check with our staff.

What will tutoring look like this upcoming semester?

Our anticipation is to have both in-person and online tutoring available to students, but with a heavy emphasis on online tutoring. The in-person tutoring will be by appointment only, while the online appointments will be open for both drop-in and appointment. One challenge we're running into is that our business lab space, WB111, is too small to have significant traffic; with social distancing in mind, we're looking at 2-3 sessions at a time. We've tried our best to make the virtual experience as similar

to in-person as possible. Our online platform, Upswing, has video chat, a digital whiteboard, screen sharing, document uploading, and a few other educational tools. Students looking to schedule an appointment can visit uvu.upswing.io or call our front desk at 801-863-5376.

What other options are available for students?

In addition to our business lab, select classes each semester are offered targeted support via our Supplement Instruction program. This embedded tutoring program offers a series of weekly guided study sessions for students enrolled in historically difficult courses. For this upcoming fall 2020 semester, the SI will be offered for particular ACC 2010, MGMT 2240, and MGMT 2340 courses. This may not be helpful for every student, but it can be a great option for those in the targeted courses. For more information about our SI program and future course offerings, Aubrey Ryan (Aubrey.Ryan@uvu.edu) is the best point of contact. The Math Lab can be a great resource, depending on the subject. They have support in statistics, which is a focus of some business degree paths.

Technology Support Services

🛠 For 24/7 technical support contact [Instructure's Canvas Support Live Chat](#)
(<https://cases.canvaslms.com/liveagentchat?chattype=student&sfid=001A00000085cNxIAI>)

☎ (385) 204-4930 (Available 24/7)

