Course Code: MADDANA

Course Title: Digital Analytics

Course Description:

Data Analytics discusses the fundamentals of web analytics that are relevant to the optimization and implementation of marketing and advertising plans. Learning Digital Analytics will enable students to design actionable conclusions and analyze customer conversion journeys from online marketing channels' data.

The course covers learning of analyzing online consumer behavior, using basic web analytics tools like Google Analytics, Alexa, Facebook Insights and Pixel Tracking, and other native or third-party insight tools; creating an effective and comprehensive Digital Marketing Data Analysis Report.

Department: Marketing and Advertising

Required text and materials

Hartman, Kevin. 2020. Digital Marketing Analytics In Theory and In Practice Second Edition. Kevin Hartman. USA