Introduction to Web Analytics: ITSS 4352.5u1
Course Syllabus – Summer 2023

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Course Information

Course Number/Section: ITSS 4352.5u1
Course Title: Introduction to Web Analytics
Term: Summer 2023
Meeting Time: Wednesdays 6:00PM - 10:00PM
Instruction Mode: Face-to-Face
Meeting Location: JSOM 11.206

Professor Contact Information

Name: Angela Neal
Email: AngelaA.Neal@utdallas.edu
Office Location: JSOM 3.604
Office Hours: By Appointment

Important: Please use your UT Dallas email address and course number in the subject line to contact the professor. Please allow 3 business days excluding holidays for a response.

TA Contact Information

Name: Dipak Satao
Email: dipak.satao@utdallas.edu
Office Location: MS Teams

Important: Please use your UT Dallas email address and course number in the subject line to contact the TA.

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Course Pre-requisites, Co-requisites, and/or Other Restrictions

Prerequisites: ITSS 3300 and (MATH 1326 or MATH 2414 or MATH 2419 or OPRE 3340) and (CS 2305 or MATH 2418 or MATH 2333 or OPRE 3333).

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Course Description

Introduces technologies and tools used to realize the full potential of web sites. The course focuses on collection and use of web data such as web traffic and visitor information to design web sites that will enable firms to acquire, convert, and retain customers. Online advertising such as paid search and web analytics tools will also be included.

Student Learning Objectives/Outcomes

The objectives of the course are:

1. Equip students with the mindset, concepts, knowledge of terminology, skills, and processes in the field of web analytics

2. Provide a framework to aid in the evaluation of the effectiveness of a company's web site and digital media, and to improve customer experience and a company's bottom line.

3. Explore real-world examples and projects to train students in web analytics

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Required Textbooks and Materials

There is no required textbook for the course. Cases, readings or references may be used during class. More details about course material will be specified in class.

Other Materials: Laptop computer with reasonable processing power. A computer is expected in each class meeting. A laptop computer may be needed for in-class and/or at home graded and/or non-graded activities. Excel may be used during the class.

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Suggested Course Materials

All suggested materials will be announced on eLearning.

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Assignments & Academic Calendar

Topics:
1. **Introduction:** The what, why, and how of web analytics. An introduction to the basics of a measurement strategy to be included.
2. **Customer Tracking & Metrics:** How firms track customers; How tracking data is used; Metrics discussion
3. **Reporting, and Analyzing:** Deriving business value from web analytics
4. **Optimizing owned media:** How search engines create search results; Implications for a web site owner; How search engine optimization (SEO) can used to optimize web site discoverability by a search engine.
5. **Optimizing paid media:** How search engine marketing (SEM) can be used most effectively; the display advertising ecosystem and how analytics can be used to deploy display advertising most effectively.
6. **Power of Testing**: Understanding A/B testing and how it has been applied in practical environments to guide web site enhancements.
7. **Web analytics tools:** There are several tools — free and paid that are available to collect and analyze digital data. Some tools to explore include Google Analytics, and Adobe Analytics. More tools may be added at the instructor's discretion.
8. **Customer Journey:** Explore how customers traverse web sites, and learn what information may benefit further discussions on insights.

Schedule:
1. Several assignments will be given as in-class assignments. Students not in class will not be able to submit these assignments and will get a score of 0 (unless prior arrangements have been approved by the instructor).
2. The schedule provided below is tentative and subject to change at the discretion of the instructor.

Wk	Date	Topic	Assignment / Activity	Due
1	5/24	Introduction Customer Tracking & Metrics	Assignment 1	5/31
2	5/31	Reporting	Assignment 2	6/7
3	6/7	Analyzing	Project Introduced Assignment 3 (in-class)	 6/7
4	6/14	**EXAM #1**	Review before exam Project Phase 1	 6/21
5	6/21	Google Ads Web Analytics Tools	Assignment 4 (in-class) Assignment 5	6/21 6/28
6	6/28	Web Analytics Tools	Assignment 6 (in-class)	6/28
7	7/5	**EXAM #2**	Week of July 2nd (testing center)	
8	7/12	Customer Journey (and Insights) Optimizing Owned Media Optimizing Paid Media	Assignment 7 (in-class) Assignment 8 Project Phase 2	7/12 7/19 7/19
9	7/19	Power of A/B Testing	Assignment 9	7/26
10	7/26	**EXAM #3**	Review before exam Project Report	 7/30
11	8/2	Final Presentations		8/2
12		**NO FINAL - NO CLASS**		

Grading Policy

The grades will be based on performance in homework assignments, project phases, final project, and participation. Late submissions will not be graded.

The grade distribution across different components is as follows:

Three Exams	**Total of 45%.** Each exam is equally weighted
Homework	**Total of 20%.** Each homework assignment is equally weighted
Final Project	**15%** (10% for Report and 5% for Presentation)
Project Phases (1 & 2)	**10%** (5% each)
Participation: Class Attendance & quizzes	**10%** (1pt for each class attended; max 5pts per quiz)

Grading Criteria

Grade	Criteria
A+	97% - 100%
A	94% < 97%
A-	90% < 94%
B+	87% < 90%
B	84% < 87%
B-	80% < 84%
C+	77% < 80%
C	74% < 77%
C-	70% < 74%
D+	67% < 70%
D	64% < 67%
D-	60% < 64%
F	0% < 60%

Note: The above is an indicative policy and it may be adjusted based on the instructor's discretion.

Course & Instructor Policies

Adherence to instructions will be considered an important part of the grade. The professor's assessment of the grades is final.

Late work is not allowed after the deadline or via email submission. There will be assignment submission links provided on eLearning, and assignments will generally be posted well in advance of their due date. Assignment specific grading criteria will be included with the assignment description and instructions. Zero credits for not adhering to the deadlines. In case of family or medical emergency, which is beyond student's control, a medical report is required inclusive of physician's information.

There will be no make-up assignments, nor considerations for last minute technical difficulties preventing submissions to eLearning, so plan ahead. Students may submit (and resubmit, as it is before the due date) interim work into eLearning, to ensure their work will be graded.

Quizzes (in-class pop quizzes) and attendance will be used throughout the course and constitute the participation component of the final grade. There will be no make-up for missed quizzes.

In email communication, please mention the course number in subject line and use UT Dallas email address. Non-UT Dallas email addresses may not get response due to them ending up in spam folders. Apart from that, please provide 3 working days' time to professor and TA to respond before emailing again. Professor and TA will email as soon as possible, however sometimes responses may take up to 3 working days.

It is student's responsibility to check for updates in eLearning. There will be series of updates throughout the semester to provide timely information and/or updates and/or reminders.

Cell phone use is not allowed during class or exam. eLearning will be used for class content. Slides and other materials will be posted after class is held. Avoid personal conversations during lectures.

Maintain academic integrity. Academic dishonesty involves the abuse and misuse of information or people to gain an undeserved academic advantage or evaluation. Common forms include:

- Cheating – using deception in the taking of tests or the preparation of written work, using unauthorized materials, copying another person's work with or without consent, or assisting another in such activities.
- Lying – falsifying, fabricating, or forging information in either written, spoken, or video presentations.

- Plagiarism – using the published writings, data, interpretations, or ideas of another without proper documentation. Plagiarism includes copying and pasting material from the internet into assignments without properly citing the source of the material.

Episodes of academic dishonesty are reported to the Vice President for Academic Affairs. The potential penalty for academic dishonesty includes a failing grade on a particular assignment, a failing grade for the entire course, or charges against the student with the appropriate disciplinary body.

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Students with Disabilities

It is the policy and practice at UT Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with me during office hours and allow for one-week advance notice. Students with any questions about their eligibility for receiving accommodations should contact the OSA office first.

Class Materials

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course; however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Attendance

Regular and punctual physical class attendance is expected (and graded). Students who fail to attend class regularly are inviting scholastic difficulty. Remote/virtual/online attendance is not counted or considered as the instruction mode is face-to-face.

Class Participation

Regular class participation is expected. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures. Class participation is documented by faculty. Successful participation is defined as

consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

Class Recordings

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the Student Code of Conduct.

The instructor may record meetings of this course. These recordings will be made available to all students registered for this class if the intent is to supplement the classroom experience. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law.

Comet Creed
This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

Academic Support Resources

The information contained in the following link lists the University's academic support resources for all students.

Please see http://go.utdallas.edu/academic-support-resources.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the catalog sections regarding the credit/no credit or pass/fail grading option and withdrawal from class.

Please go to http://go.utdallas.edu/syllabus-policies for these policies.

Other course policies

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.