ITSS 4352.001 Course Syllabus – Fall 2023

Course Information

Course Number/Section: ITSS 4352.001
Course Title: Introduction to Web Analytics
Term: Fall 2023
Meeting Time: Thursdays 4:00 – 6:45 PM CST
Instruction Mode: Face-to-Face
Meeting Location: JSOM 12.218

Professor Contact Information

Name: Vatsal Maru
Email Address: Vatsal.Maru@UTDallas.edu
Office Location: JSOM 4.414
Office Hours: Tuesday 2:00 – 3:00 PM CST

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

TA Contact Information

Name: Ragini Tiwari
Email Address: ragini.tiwari@utdallas.edu
Office Location: MS Teams (Links will be provided in eLearning)
Office Hours: TBD

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

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

None.

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. Appreciate different types of digital media and their role.
2. Understand how data drives a firm's deployment of digital media.
3. Learn data analytics techniques to analyze data generated from digital media.

Required Textbooks and Materials

There is no required textbook for the course. We will be using several cases and readings. All students are required to purchase these materials. More details about the course material will be specified in class.

Other Materials: Laptop computer with reasonable processing power. You need to work on your computer in each meeting. You might need to bring a laptop for the in-class and/or at home graded and/or non-graded activities.

Suggested Course Materials

All the suggested materials will be announced on eLearning.

Assignments & Academic Calendar

DATE	TOPIC	ASSIGNMENT	DUE
08/24	Introduction to web analytics		
08/31	Search engine marketing	Assignment 1	09/07
09/07	Programmatic advertising	Group formation	09/14
09/14	Google ads		
09/21	Google analytics	Assignment 2	10/05
09/28	Exam 1		
10/05	Metrics and Qualitative data	Assignment 3	10/12
10/12	Optimizing competitive edge by benchmarking with data	Project phase 1	11/02
10/19	Web trends & social media		
10/26	Exam 2		
11/02	Search engine optimization / Regression analysis	Assignment 4	11/09
11/09	A/B testing and causal inference, measuring conversion and retention	Assignment 5	11/30
11/16	Exam 3		
11/23	Fall break / Thanksgiving		
11/30	Presentations	Final report	12/11
12/07	Presentations		

**Schedule can change

Grading Policy

ACTIVITY	POINTS	% Grade
Assignment 1	50	5%
Assignment 2	50	5%
Assignment 3	50	5%
Assignment 4	50	5%
Assignment 5	50	5%
Exam 1	150	15%
Exam 2	150	15%
Exam 3	150	15%
Class Participation	50	5%
Project phases (1)	50	5%
Final Project Report	200	20%
Total	1000	100%

Grading Scale

%Grade	Letter Equivalent
94.00 – 100	A
90.00 – 93.99	A-
87.00 – 89.99	B+
83.00 – 86.99	B
80.00 – 82.99	B-
77.00 – 79.99	C+
73.00 – 76.99	C
70.00 – 72.99	C-
67.00 – 69.99	D+
63.00 – 66.99	D
60.00 – 62.99	D-
59.99 & below	F

** Grades are subject to change at the discretion of the professor.

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. Zero credit for not adhering to the deadlines. In case of family or medical emergency, which is beyond student's control, a medical report is required including of physician's information. This applies to attendance as well, i.e., to receive the attendance grade for day for an emergency reason, the student is required to provide a physician's note, or any document that proves emergency.

In email communication, please mention the course number in the subject line and use UT Dallas email address. Non-UT Dallas email addresses may not get a 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. The professor and TA will email as soon as possible, however sometimes responses may take up to 3 working days.

It is the student's responsibility to check for updates in eLearning. There will be a 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 exams. 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.

Students with Disabilities

It is the policy and practice at UT Dallas to make reasonable accommodation for students with properly documented disabilities. However, written notification from the AccessAbility Resource Center (ARC) is required. If you are eligible to receive accommodation and would like to request it for this course, please discuss it with me during office hours and allow for one week's advance notice. Students with any questions about their eligibility for receiving accommodation should contact the ARC 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 AccessAbility Resource Center (ARC) 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 sometimes at random at instructor's discretion). Students who fail to attend class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your attendance in this class. 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. 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 AccessAbility Resource Center (ARC) 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 AccessAbility Resource Center (ARC) 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.

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