

Course Information

Course

<i>Course Number/Section</i>	MKT6V99.501.15S
<i>Course Title</i>	Special Topics in Marketing – WEB ANALYTICS
<i>Term</i>	Spring 2015
<i>Session Type</i>	Regular Academic Session (1)
<i>Starts</i>	January 14, 2015
<i>Ends</i>	May 6, 2015
<i>Class Location</i>	UT Dallas - Main Campus we meet in JSOM 1.302
<i>Days & Times</i>	Wednesday, 7:00PM – 9:45PM

Professor Contact Information

<i>Professor</i>	Jordan Johnson, Rebecca Visconti and Dr. Ernan Haruvy
<i>Office Phone</i>	(972) 883-4865
<i>Email Address</i>	eharuvy@utdallas.edu
<i>Office Location</i>	SOM 13.504
<i>Office Hours</i>	By appointment, usually before class from 6-7 pm

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

MKT 6301

Course Description

Students will be assigned topics on which they will provide analytics using Adobe, IBM and Google Analytics software and create use cases for analytics. The course will consist of both lectures and hands on project. Students will learn essential and advanced areas in web analytics dealing with configuration, implementation, tag management, funnels, KPI's, conversions and campaign tracking and best practices.

Student Learning Objectives/Outcomes

1. Understand the value of web analytics data and how it can be leveraged across all digital marketing functional teams.
2. Understand basic concepts from web analytics such as KPI's, funnels and product analysis
3. Know how to deploy & implement web analytics including tagging
Learn how to pull and interpret all the standard reports from the Adobe & IBM Coremetrics Digital Analytics platform and use those reports to provide actionable insights and recommendations to a business.
4. Take the Google Analytics Exam
5. Complete to Adobe Projects and an in class exam to demonstrate knowledge and proficiency of the tools.

Required Textbooks and Materials

- Provided in the Lab; Adobe & Coremetrics
- Prior to Week 6, students should watch the following videos provided online:
 1. AdHoc Analysis Overview Module – 3 videos
 2. AdHoc Analysis General Usability Module – 8 videos
 3. AdHoc Analysis Time Module – 2 videos
 4. AdHoc Analysis Table Builder Module – 4 videos
 5. Applying Segments (only this one under the AdHoc Analysis Segments module) – 1 video

All of those videos are available at <https://outv.omniture.com/> by clicking ‘Analytics’ then ‘AdHoc Analysis’.

Suggested Course Materials

Suggested Readings/Texts

Provided in the class or in software portals

Suggested Materials

None

Assignments & Academic Calendar

Topics, Reading Assignments, Due Dates, Exam Dates

Course Schedule

Topic Description	Lecture	Date
Introduction to Web Analytics	1	Jan 14
Adobe Analytics I – Generic Reports, Metrics, Admin Tools & Implementation Basics	2	Jan 21
Adobe Analytics II – Custom Reports, Breakdowns, Custom Metrics Builder – Quiz 1	3	Jan 28
Adobe Analytics III – Segment Builder, Debugger, ReportBuilder (Students must read Chapter 9 prior to class) Quiz 2	4	Feb 4
Adobe AdHoc Analysis I (Students must read Chapters 13 and 16 prior to class) – Quiz 3	5	Feb 11
Adobe AdHoc Analysis II (Students should review AdHoc Videos prior to class) - ReportBuilder Project Due	6	Feb 18
Analytics for Optimization & Review – AdHoc Analysis Project Due	7	Feb 25
Final Review & Module Exam	8	Mar 4
IBM Coremetrics: Top Line Metrics (includes an overview of key functionality and KPIs), Content, Product, Demographic, Mobile, and System reports.	9	Mar 11
Spring Break		Mar 18
IBM Coremetrics: Marketing and Benchmark reports, Building Report Segments	10	Mar 25
IBM Coremetrics: Explore, Livemail, Digital Recommendations, AdTarget Overview, IBM Coremetrics Quiz	11	Apr 1
Group Project Presentations, Begin Google Analytics Segment: Navigating Google Analytics Reports	12	Apr 8
Google Analytics: Reports Continued, Collecting Actionable Data with Google Analytics	13	Apr 15
Google Analytics: Platform Principles	14	Apr 22
Google Analytics: Using Google Analytics Data, GAIQ Certification Prep	15	Apr 29
No class-upload proof of taking and passing the Google Analytics IQ exam	16	May 6

Grading for Module 1

10% Class Discussion & Participation

30% Quiz (10% each)

20% ReportBuilder Project

10% AdHoc Analysis Project

30% Module Exam

Project Descriptions

The ReportBuilder Project will be assigned in class on February 4th and will be due at the start of class on February 18th. It will be a recap of in-class learning and will consist of a report that must be generated in a specific format and with correct metrics and numbers. An Excel template for this report will be provided in class and students will add ReportBuilder data blocks to populate the template.

The AdHoc Analysis Project will be started in class on February 18th and will be due at the start of class the following week, on February 25th. This will require a specific report to be generated by using topics from all previous weeks including time based reports, segments, breakdowns and custom metrics.

Grading for Module 2

20% Class Discussion & Participation

10% Quiz

25% Group Project Report

25% Group Project Presentation

20% Successfully Pass the Google Analytics IQ Certification

Project – Reporting Dashboard with Actionable Insights and Recommendations

50% Reports

50% Actionable Insights and Recommendations

The project should contain the following reports:

Topline KPIs, include year over year comparison

Marketing Channels, include year over year comparison

Mobile Devices, include year over year comparison

Onsite Search

Top 10 Exit Pages

Top 20 Products

Top 10 Abandoned Products

Demographics (Country/Language)

Site Promotions

Checkout Funnel

Date Range for Reports: January 2015

Each report should include insights (key findings) and actionable recommendations based on ecommerce best practices, delivered in a clean and professional format, including visualization where appropriate.

The students will present their project as if they are presenting to the business. They should treat the audience as if they are the actual business marketing team who must consume and use the information provided to make real site optimization, product marketing and digital marketing decisions.

Final Grade allocation

Module 1	50% of your final grade
Module 2	50% of your final grade

To avoid grade inflation no more than 40% of the class will be able to get an A.to A-

Overall Course Total	Letter Grade
91-100	A
89-90	A-
86-88	B+
81-85	B
79-80	B-
76-78	C+
72-75	C
69-71	C-
Less than 55	F

Confidential: **do not turn in as a group with project, you must turn it in individually as a hard copy, DO NOT E-MAIL**

Peer Evaluation Form for Group Project Team

Please complete one for each module

The purpose of this evaluation is to measure the contribution of each member to the group effort. Each member will rate the relative contribution of all members in the group. You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations and deductions that are extreme, questionable or based on personality conflicts. If more than 51% of the group agrees to a point deduction for a specific student, that student will be given a chance to respond to the instructor-the best defense is to show quality work submitted to the team and having attending all meetings and requests.

Rating scale

Decide how many points should be deducted from the project grade the rest of the team will receive-often you do not know the final grade so make an assumption; this can be anywhere from 10 points thru 100 points. The minimum point deduction is 10, there is no point in going through this process for a 5 point deduction. If 60% of the team states that the team member contributed nothing and this is verified by myself that student will get an F on the project. Usually for poor quality work 15-20 point deductions are the norm.

The penalty will be the average decided by the group, if for example, one team member says student X deserves a 10 point deduction, another says student X deserves a 20 and the 3rd team member says student X deserves a 30 point deduction, then the deduction will be 20 points.

Enter the name of each group member, yourself first, below.	How many point should be deducted (assign a N/A or zero if there is no point deduction):	Please provide some justification for your rating if you deducted points from a student Use the back of the form if needed.
1. Your Name:		
2.		
3.		
4.		
5.		
6.		

UT Dallas Syllabus Policies and Procedures

Course Access and Navigation

This course was developed to heavily use a web course tool called eLearning. Students will use their UTD NetID account to login directly at <http://elearning.utdallas.edu>. Please see more details on [course access and navigation information](#).

To get started with an eLearning course, please see the [Getting Started: Student eLearning Orientation](#). UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. The UTD user community can also access the support resources such as self-help resources and a Knowledge Base. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. I will **not** accept any submissions after the assigned due time. A **hard** copy of all submissions should be turned in at the beginning of the class on the due day. An **electronic** copy, if required, should also be submitted on the same day.

Make-Up Exams	Permitted only with a written doctor's excuse or under an extreme personal situation, as detailed in the Exam section above.
Late Work	Accepted, with a penalty of 5 points per each day of lateness.
Re-grading	Should you think that something is graded incorrectly and would like to have it re-graded, you must submit a written request within a week after receiving the grade. Late submissions will not be accepted. Keep in mind that the <u>entire</u> exam will be re-graded and as a result your new and final grade for that test could be higher or lower than the original one.
Student Conduct & Discipline	<p>The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the <i>Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and</p>

	<p>local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
Academic Integrity	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
Email Use	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
Withdrawal from Class	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
Student Grievance Procedures	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary</p>

	<p>responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
Incomplete Grades	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of <u>F</u>.</p>
Disability Services	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p>The contact information for the Office of Disability Services is: The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
Religious Holy Days	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a</p>

	<p>religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief</p>
Off-Campus Instruction and Course Activities	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm . Additional information is available from the office of the school dean.</p>

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