Syllabus for DMA-7040

Digital Marketing Analytics

Course Description

Digital Marketing Analytics,through relevant and applied business examples, **Digital Marketing Analytics** provides learners the opportunity to interpret, evaluate, and integrate digital marketing data. Students will learn to formulate and enact intelligent data-driven strategies and incorporate fundamental web marketing analytics into existing business practices. Core content will focus on identifying and understanding digital marketing metrics to gauge success of traditional, digital, interactive, and social media marketing efforts. Through an examination of available systems and relevant examples, learners will further their understanding of the digital value chain and how to capitalize on emerging trends.

Course Objectives

After completing this course, you should be able to:

CO 1 Explain and illustrate core components and key concepts associated with digital marketing analytics.

CO 2 Evaluate tools and strategies for successfully integrating traditional, multi-channel, and digital marketing data into business practices.

CO 3 Discuss core metrics, integration systems, data providers and benchmarks associated with effective digital analytics.

CO 4 Analyze owned, earned, and purchased digital analytics to effectively understand consumer actions and marketing effectiveness.

CO 5 Interpret and integrate core search engine optimization/marketing analytics

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into decision-making procedures.

CO 6 Formulate and enact data-driven strategies for varied business types and marketing objectives.

Study Materials

You will need the following materials to complete your coursework. Some course materials may be free, open source, or available from other providers. You can access free or open-source materials by clicking the links provided below or in the module details documents. Please visit the following website to purchase course materials: University's textbook supplier.

Required Textbook(s)

- Kaushik, A.. (2009). *Web analytics 2.0: The art of online accountability and science of customer centricity.* Hoboken, NJ: Wiley.
  ISBN-13: 978-0470529393

Other Resources

- Brey, E. T. (2013, April). Modern Digital Analytics, Episodes 1- 8. *After the Class Podcast.* Podcasts retrieved from itunes.com/professorbrey.

- Topic-specific media including whitepapers, video podcasts, and webinars as appropriate.

Course Structure

Digital Marketing Analytics is a 3-credit, online course consisting of 4 modules. Modules include an overview, topics, learning objectives, study materials, and activities. Module titles are listed below.

- **Module 1: The Digital Value Chain**

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Course objectives covered in this module: CO 1, CO 2

- **Module 2: Analytics and Measurements**
  Course objectives covered in this module: CO 2, CO 3, CO 4

- **Module 3: Processes and Procedures**
  Course objectives covered in this module: CO 3, CO 4, CO 5

- **Module 4: Strategic Integration and Implementation**
  Course objectives covered in this module: CO 5, CO 6

Assessment Methods

You are required to participate in the following for formal work in the course:

- Write online discussion forum posts
- Complete written assignments
- Complete a cumulative midterm assignment
- Complete synchronous events
- Finish a final project

See below for details.

You will find Evaluation Rubrics for the discussion forums, five questions assignments, dashboard assignment, and case analysis in the Evaluation Rubrics area of the course site.

The final project has a checklist-type rubric included with the project details.

Consult the Course Calendar for due dates.

Promoting Originality

One or more of your course activities may utilize a tool designed to promote original work and evaluate your submissions for plagiarism. More information about this tool is

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available in this Plagiarism Detection Tool Google document.

Discussion Forums

You are required to participate in **4** graded discussion forums. Discussion forums are on a variety of topics associated with the course modules. There is also an ungraded but required introduction forum in Module 1.

Written Assignments

Digital Marketing Analytics has several different types of written assignments, including a recurring “Five Questions” assignment. Directions for each assignment are provided within the module.

Cumulative Midterm Assignments

You are required to complete a cumulative midterm written assignment within module 2. It is actually a two-part assignment and consists of the first two sections of your final project.

Synchronous Events

Two synchronous events will be held in Edison Live!, our virtual meeting space during Modules 2 and 3 (See the Course Calendar). To access the event, click the Collaboration Space link in the Edison Live! section of the course site a few minutes before the designated time. Use the following link for directions and helpful videos about how to use the Edison Live! tool in Moodle. Your mentor will work with the class to propose a time that works best and accommodates the majority.

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Final Project

The final project for this course requires students to identify and report on a current trend in digital analytics. This project will require learners to use what they have learned about digital analytics and trend identification to locate an analytics trend that they believe will serve an important role in industry. Students will be required to write a 1500- to 2000-word professional report addressing the following topics: trend overview, reach and scope, reported impacts, two illustrative examples, two direct applications, evaluation of these cases/applications, expert interview, business impacts, course content relationships, and what will be needed to maintain a competitive advantage.

A fuller description of the final project is available in the Final Project section of the course website. Note that you will submit the first two sections of this project as your cumulative midterm assignment.

Grading and Evaluation

Your grade in the course will be determined as follows:

- **4 online discussions** are worth **20% of your final grade.**
- **4 five questions assignments** are worth **25% of your final grade.**
- **4 other written assignments, excluding midterm and final** are worth **20% of your final grade.**
- **2 synchronous events** are worth **10% of your final grade.**
- The **final project** is worth **25% of your final grade.**
    - **Part 1: cumulative midterm assignment (Final project sections 1 and 2)** is worth **15% of your final grade.**
    - **Part 2: final project section 3** is worth **10% of your final grade.**

All activities will receive a numerical grade of 0–100. You will receive a score of 0 for any work not submitted. Your final grade in the course will be a letter grade. Letter grade equivalents for numerical grades are as follows:

- **A** is **93 to 100.**
- **A minus** is **90 to 92.**
- **B plus** is **88 to 89.**

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- **B** is **83 to 87.**
- **C** is **73 to 82.**
- **F** is **any grade below a 73.**

To receive credit for the course, you must earn a letter grade of C or higher on the weighted average of all assigned course work (e.g., assignments, discussion postings, projects). Graduate students must maintain a B average overall to remain in good academic standing.

Strategies for Success

First Steps to Success

To succeed in this course, take the following first steps:

- Read carefully the entire syllabus, making sure that all aspects of the course are clear to you and that you have all the materials required for the course.

- Take time to read the entire Student Handbook. The Handbook answers many questions about how to proceed through the course, how to schedule exams, and how to get the most from your educational experience at Thomas Edison State University.

- Arrange to take your examination(s) by following the instructions in this Syllabus and the Student Handbook.

- Familiarize yourself with the learning management systems environment—how to navigate it and what the various course areas contain. If you know what to expect as you navigate the course, you can better pace yourself and complete the work on time.

- If you are not familiar with web-based learning, be sure to review the processes for posting responses online and submitting assignments before class begins.

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Study Tips

Consider the following study tips for success:

- To stay on track throughout the course, begin each week by consulting the Course Calendar. The Course Calendar provides an overview of the course and indicates due dates for submitting assignments, posting discussions, and submitting the final project.

- Check Announcements regularly for new course information.

Using AI Ethically: A Guide for TESU Students

TESU's Academic Code of Conduct permits student AI use in support of their writing and research process—not as a replacement for original writing.

Document AI use with an acknowledgment statement at the end of each assignment, noting the tools and prompts used. Cite any AI-generated content on the References page.

Please review Using AI Ethically: A Guide for TESU Students for more detailed information.

Commitment to Diversity, Equity, and Inclusion

Thomas Edison State University recognizes, values, and relies upon the diversity of our community. We strive to provide equitable, inclusive learning experiences that embrace our students' backgrounds, identities, experiences, abilities, and expertise.

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Accessibility and Accomodations

Thomas Edison State University adheres to the Americans with Disabilities Act (ADA, 1990 and ADAAA, 2008) and Section 504 of the Rehabilitation Act of 1973.

The Office of Student Accessibility Services (OSAS) oversees requests for academic accommodations related to disabilities, including:

- A student who is pregnant, postpartum, or parenting a newborn who is not the birth parent [as covered under NJSA18A].
- Students requesting academic accommodation for a short-term or temporary illness.
- TESU students requesting academic accommodation for an injury.

Information can be found on the Office of Student Accessibility Services webpage.

Questions can be sent to ADA@tesu.edu.

Academic Policies

Familiarize yourself with all administrative and academic policies, including those related to the following list, to ensure success in all your academic endeavors and coursework at Thomas Edison State University:

- Academic integrity
- Course late submissions
- Extensions for the course
- Grading policies

For more, see:

- University-wide policies
- Undergraduate academic policies
- Undergraduate course policies
- Graduate academic policies
- Graduate course policies

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- Nursing student policies
- Nursing graduate student policies
- International student policies
- Academic code of conduct

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