Course Information

Description: Is your online marketing working? How can you get a return on our investment? You will learn about marketing analytics software, how it works, how to set goals and then measure the effectiveness of the web tools in meeting those goals. You will learn how to interpret the analytics and adjust your online tools to better meet your goals.

Career Cluster: Marketing

Instructional Level: Associate Degree Courses

Total Credits: 3

Total Hours: 54

Textbooks


Course Competencies

1. Describe data used for marketing.

   Learning Objectives
   1.a. Identify the origin and usage of data.
   1.b. Identify how data measures performance.

2. Explore privacy and ethical issues related to data.

3. Identify how metrics are used to measure marketing goals.

   Learning Objectives
   3.a. Select key performance indicators (KPIs) based on set goals.
   3.b. Define and use Audience, acquisition and behavior
   3.c. Identify how consumer behavior metrics are used to make decisions.
   3.d. Identify how social listening metrics are used to make decisions.
   3.e. Identify how content analysis is used to make decisions.
   3.f. Identify how Google Analytics are used to make decisions.

4. Generate analytical reports.

   Learning Objectives
   4.a. for web sites, social media platforms, SEO (digital media).
   4.b. and how they interact with each other.
4.c. for print, television, radio (traditional) media.

5. Interpret the data.
   Learning Objectives
   5.a. Identify ways to optimize strategies.
   5.b. Interpret optimization.
   5.c. Identify patterns and trends in data.
   5.d. Interpret patterns and trends.
   5.e. Identify outliers in data.
   5.f. Interpret outliers.
   5.g. Understand how the interpretation leads to decision making.

6. Make decisions based on data interpretation.

7. Develop a graphical visualization of the data findings.
   Learning Objectives
   7.a. analytics overview and suggested actions for a web site and/or social platforms.

8. Explore how analytics drive marketing strategies.
   Learning Objectives
   8.a. search engine optimization (SEO).
