Module 4 Title: Web Analytics

Module 4	Module Objective	Online Module content (LTM + Activities + tools)	Evaluation method online content	Target group
Web Analytics	**Module Objective 1** Describe how Website Analytics Works **Module Objective 2** Determine what metrics should be used	1. What is web analytics? 2. Why web analytics are important 2 3. Categories of web analytics 4. How does it work? 5. Web analytics tools 6. Defining the right measurement for digital strategy 7. The measurement journey	✓ **As learning:** Discussion boards, quizzes, **For learning:** Q&A sessions, , and group case study discussions. ✓ **Of Learning** Assignments.	➤ The course will focus on students who are in their 1st and 2nd year. ➤ Business administration and economics students. With a focus on Digital Marketing specialization students. ➤ Students from other programs who are interested in digital marketing principles.

Proportion F2F and distance	Module Objective	F2F Module content (LTM + Activities + tools)	Evaluation method F2F content	
o 40% Online o 10 % F2F o 50% Field visits	**Module Objective 3** Compare the behaviour types of users **Module Objective 4** Assess the behaviour of users	1. Google Analytics Dashboard 2. Measures of website visitors volume 3. Measuring social media marketing effectiveness 4. Key goal performance measures	✓ **As learning:** Quizzes and student presentations ✓ **For learning:** In-class discussions and group project presentations and discussions. ✓ **Of Learning** Exams.	

Group size	Module Objective	Field visit Module content (LTM + Activities + tools)		
o Small: (20-30 students)	**Module Objective 5** . Construct analysis with segments	**Project:** Select a local online organization and conduct a Google Analytics to analyze the performance of an online organization		

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Needs	ILO's of this module
✓ Educational Platforms ✓ Internet accessibility ✓ Book and summaries. ✓ Technical support for instructors and students	At the end of this module, the students will be able: 1. Explain the purpose and goals of web analytics. 2. Discuss the impact of web analytics on marketing strategies and user experience 3. Describe the basic process of how web analytics tools collect data. 4. Explain how to identify key performance indicators (KPIs) for a digital strategy. 5. Interpret the Google Analytics data to make informed business recommendations.

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