

## DMKT2400 - Digital Marketing Analytics

Credits:	3 (3/0/0)
Description:	Marketing analytics is the collection and measurement of data to make better marketing decisions. In this advanced course, students will take an in-depth look at how to collect, measure and analyze the marketing performance of a digital marketing strategy. Students will develop a hands-on understanding of website, social and digital media analytic software and reporting tools.
Prerequisites:	<ul style="list-style-type: none"> <li>DMKT2200</li> </ul>
Corequisites:	
Pre/Corequisites*:	
Competencies:	<ol style="list-style-type: none"> <li>1. Explain the relationship between business goals, key performance indicators (KPIs) and marketing strategies.</li> <li>2. Examine methods for measuring key KPIs for a digital marketing campaign.</li> <li>3. Examine core components of marketing analytics: data collection, analysis and visualization.</li> <li>4. Demonstrate an understanding of key metrics for measuring a website.</li> <li>5. Demonstrate an understanding of data visualization techniques and tools.</li> <li>6. Apply methods for measuring digital and social media channel performance.</li> <li>7. Examine visual analytics tools for analyzing page content.</li> <li>8. Complete the Google Tag Manager and Google Analytics certifications.</li> <li>9. Create an analytics dashboard, interpret the findings and recommend a course of action to improve marketing performance.</li> <li>10. Examine techniques for data collection through artificial intelligence, data mining and machine learning to improve marketing campaign decisions.</li> <li>11. Examine methods for testing digital marketing campaign performance.</li> </ol>
MnTC goal areas:	None

\*Can be taking as a Prerequisite or Corequisite.