

MKT434 Digital Marketing Analytics

(3 credit hours)

Course Syllabus

Course Description

Digital Marketing Analytics will enable students to understand the digital customer behavior, build digital marketing strategies, and identify in-demand metrics to effectively measure and optimize ROI. Students will demonstrate an understanding of the processes and techniques of marketing data collection, analytics, and visualization. Students will be able to apply the logic of optimization and attribution in marketing analytics, terminology and marketing tools will also be implemented. Students will have an understanding of social listening, content analysis, AI, machine and deep learning. Simulation and field analysis will also supplement this course.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Digital Marketing Analytics: Understand digital marketing analytics and how to apply it to your marketing career.
2. Digital Consumer: Understand how the scale of collected consumer data and the emergence of consumer privacy protections affect marketing in the digital age.
3. Measurement Model: Understand business measurement models and how to establish them to enhance digital marketing analytics effectiveness.
4. Owned, Paid, & Earned Media Analytics: Understand the three types of social media presence and develop analysis and optimization strategies to create lasting business value.

Required Textbook(s) and Resources

Hair, J. F., Harrison, D. E., & Ajjan, H. (2022). Essentials of Marketing Analytics. McGraw Hill LLC.

A digital copy of your textbook is included with your DragonACCESS fees for this course. Use the DragonACCESS tool in Moodle to view your book.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#). You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the [Library Events - Upcoming Events](#) web page. For further assistance email a librarian, at: library@tiffin.edu.

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

Interactive Forums with Classmates:

Collaborate with your peers in interactive discussions. Share insights, ask questions, and explore the growing field of digital marketing analytics together. This fosters a collaborative learning environment, providing diverse perspectives and enriching your understanding.

Case Studies:

You will immerse yourself in real-world scenarios through three carefully selected case studies. These studies serve as practical examples, allowing you to witness how digital marketing analytics concepts are applied in different contexts. Analyze and discuss these cases to deepen your insights.

Application Assignments:

Apply theoretical knowledge to practical scenarios with four application assignments. These tasks are designed to reinforce your understanding of digital marketing analytics concepts in simulated situations. Sharpen your analytical skills in a controlled environment.

Putting It into Practice Assignments:

Bridge the gap between theory and real-world application through three “Putting It Into Practice” assignments. These tasks go beyond simulation, challenging you to implement digital marketing analytics concepts in authentic, professional settings. Gain hands-on experience and prepare for real-world challenges.

These learning activities are crafted to provide a comprehensive and practical learning experience. Embrace each opportunity to enhance your theoretical understanding and develop the skills necessary for success in the field of digital marketing analytics. If you have questions or need assistance, please contact the instructor of record.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Forums Activity 1.1 (n/a) Activity 1.2 (20) Activity 1.4 (10)	Forums Activity 2.3 (10)	Forums Activity 3.1 (20) Activity 3.3 (10)	Forums Activity 4.3 (10)	Forums Activity 5.1 (20) Activity 5.3 (10)	Forums Activity 6.3 (10)	Forums Activity 7.1 (20) Activity 7.3 (10)	150
Assignments Activity 1.3 (100)	Assignments Activity 2.1 (50) Activity 2.2 (100)	Assignments Activity 3.2 (100)	Assignments Activity 4.1 (50) Activity 4.2 (100)	Assignments Activity 5.2 (100)	Assignments Activity 6.1 (50) Activity 6.2 (100)	Assignments Activity 7.2 (100)	850
130	160	130	160	130	160	130	1000

Grading Scale

A: 90-100%

B: 80-89%

C: 70-79%

D: 60-69%

F: <60%

Please see the [Academic Bulletin](#) for grade appeal information.

Course Schedule and Weekly Checklist

Start Here

- ☐ MON: Activity 1.1: Course Anticipation - Introductory Post

Week 1 – Marketing Analytics Essentials

- ☐ WED: Activity 1.1: Course Anticipation – Secondary Post
- ☐ WED: Activity 1.2: Forum
- ☐ SAT: Activity 1.2: Forum
- ☐ SUN: Activity 1.3: Application Assignment – Navigating the Marketing Analytics Landscape
- ☐ SUN: Activity 1.4: Reflection Forum – Marketing Analytics Essentials

Week 2 – Cognitive Data Exploration

- ☐ WED: Activity 2.1: Unveiling Business Insights – A Cognitive Data Exploration Case Study
- ☐ SUN: Activity 2.2: Putting into Practice
- ☐ SUN: Activity 2.3: Reflection Forum – Cognitive Data Exploration

Week 3 – Regression & Neural Networks

- ☐ WED: Activity 3.1: Forum
- ☐ SAT: Activity 3.1: Forum
- ☐ SUN: Activity 3.2: Application Assignment – Unveiling the Power of Predictive Regression Models and Neural Networks
- ☐ SUN: Activity 3.3: Reflection Forum – Regression and Neural Networks

Week 4 – Automated ML Mastery

- ☐ SAT: Activity 4.1: Case Study – Marketing Analytics: Revolutionizing Credit Scoring with AutoML
- ☐ SUN: Activity 4.2: Putting it into Practice
- ☐ SUN: Activity 4.3: Reflection Forum – Automated ML Mastery

Week 5 – Cluster & Basket Insights

- ☐ WED: Activity 5.1: Forum
- ☐ SAT: Activity 5.1: Forum
- ☐ SUN: Activity 5.2: Application – Unveiling Insights with Cluster Analysis and Market Basket Analysis
- ☐ SUN: Activity 5.3: Reflection Forum – Cluster and Basket Insights

Week 6 – NLP & Social Networks

- ☐ WED: Activity 6.1: Case Study
- ☐ SUN: Activity 6.2: Putting it into Practice
- ☐ SUN: Activity 6.3: Reflection Forum – NLP and Social Networks

Week 7 – Digital Marketing Fundamentals

- WED: Activity 7.1: Forum
- SAT: Activity 7.1: Forum
- SUN: Activity 7.2: Application Assignment – Navigating the Digital Analytics Landscape
- SUN: Activity 7.3: Reflection Forum – Digital Marketing Fundamentals

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

Your Instructor Will Expect You to:

- Thoroughly review orientation materials (Start Here) within the first 48 hours of the term.
- Monitor your TU email account **daily** for important updates and announcements.
- Take ownership of your learning experience and act in a proactive, self-directed manner. That means:
 - Fully participate in all learning activities.
 - Complete assignments as described in rubrics or other instructions.
 - Submit all work on time and in the specified format (e.g. APA format for citations).
 - Utilize and incorporate instructor provided feedback to improve your work.
 - Ask questions so you can better understand course material or assignments.
 - Use the highest standards of intellectual honesty and integrity. For more information, see the TU Library guide: [Digital Literacy: Netiquette and Internet Safety](#).
 - Treat others respectfully and demonstrate "netiquette" (online politeness and respectfulness) at all times. TU celebrates cultural uniqueness and expects all students to be considerate and thoughtful throughout their learning experiences.

You Should Expect Your Instructors to:

- Post an introductory announcement/email at the beginning of each week to provide updates and help you prepare for the week's activities.
- Maintain an active and engaged presence in all course activities and throughout the course.
- Respond to your emailed questions within 48 hours, if not sooner.
- Clearly communicate any absences or expected non-participation due to extenuating circumstances. For example, "I will be traveling to attend a funeral this week and may not be able to respond to questions or participate in forums for a couple of days."
- When grading your work:
 - clearly indicate their grading approach (what they like to see in submitted work as well as what types of errors they tend to penalize more harshly),
 - thoroughly review and evaluate your submissions in a timely manner (in less than 5 days for most assignments), and
 - provide constructive feedback that indicates the strengths and weaknesses of your work and provides suggestions on how you can improve your performance on future assignments.
- Advocate for your success as a learner and help guide you toward successful completion of the course activities and most importantly, attainment of the course learning outcomes.

Accommodations (Disability Services)

The Office of Disability Services supports the institutional commitment to diversity by providing educational opportunities for qualified individuals with disabilities through accessible programs and services in compliance with Section 504 of the Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act (ADA) of 1990. If you need reasonable accommodations due to a documented disability, contact the Office for Equity, Access, & Opportunity via email at disabilityservices@tiffin.edu or by calling 419-448-3021.

Technical Support

For Moodle support, either email moodlesupport@tiffin.edu or call the 24/7 Technical Support Call Center at 855-664-1200 (3430, Option 2, from on-campus). For non-Moodle support, contact the Tiffin University ITS helpdesk at the number above or submit a [support ticket](#).

Veterans

The Veteran and Military Resource Center assist veterans, active Military, and spouses of current service members in utilizing their education benefits. VMRC provides information regarding benefit processes and procedures, as well as support in navigating the transition from military to academic life by facilitating connections with the appropriate support services on campus. More information can be found on the Veteran and Military Resource Center website, at <http://www.tiffin.edu/va>.

Comments or Concerns

TU's online programs are designed to be student *driven*: to empower you with a voice and stake in your learning. Our courses feature multiple and varied ways that you can share feedback, and we invite you to become an active voice and help drive our improvement efforts. In addition to providing in-course feedback, we encourage you to submit questions or comments directly to the online team at online@tiffin.edu.