



COURSE OUTLINE

COURSE NUMBER:	DPS 52040 PTW01
COURSE NAME:	Digital Marketing Analytics
COURSE PRE-REQUISITES:	Digital & Social Media Marketing
METHOD OF DELIVERY:	ONLINE
INSTRUCTOR:	Rob Janzic
INSTRUCTOR CONTACT:	via Nexus
DATES AND TIME:	January 11 – April 5, 2021 12 Mon, 6:00 – 9:00 p.m. Winnipeg Time Note: No Class - February 15, 2021 See Nexus for Zoom details

This course will be offered in a blended format. Blended courses combine live virtual meeting and lecture times with independent study

EXAMINATION DATES:	Final Exam (Online via Nexus) April 5, 2021 Check Nexus for exam details
TECHNOLOGY REQUIREMENTS:	Laptop required
TEXTBOOK:	No textbook required

Consult the bookstore [website link](#) for the most recent textbook edition

PRE-COURSE READING:	see lecture schedule
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NEXUS:

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus.

Important information regarding your UW student account can be found [here](#).

COURSE DESCRIPTION:

This course will be able to identify and use the appropriate metrics and measurement tools to gain insight into digital and social media marketing to improve engagement and determine ROI. This will include being able to prepare reports for management or clients to demonstrate an understanding of how to capture, interpret, and use data for digital and social media marketing.

LEARNING OUTCOMES:

Upon completion of this course, students will be able to:

- Recognize the importance of metrics and measurement, including ways to use data to gain insights, improve engagement and determine ROI
- Explain how to use social media analytics to measure awareness, attention, reach and influence
- Name and explain various social listening tools, how to assess potential risks and implement measures early to maximize success
- Explain and use the basic features of Google Analytics to understand website traffic
- Explain and use Facebook Pixel
- Explain and use tools for generating insights
- Explain and apply how to effectively define metrics and KPIs
- Create a variety of reports to highlight data and insights to leadership or clients

DISCLAIMER:

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

LECTURE SCHEDULE:

SCHEDULE	LECTURE TOPICS	REQUIRED READING
Class 1	Course Introduction <ul style="list-style-type: none">▪ Introductions and course expectations▪ Nexus review▪ Assignments and Test review▪ Communications▪ Certifications and integrating Google Analytics into the course Dealing with Data <ul style="list-style-type: none">▪ Introduction – The Rise of Data▪ Challenges and Advantages concerning Marketing Analytics<ul style="list-style-type: none">○ Data quality○ Data outliers○ Devices○ Sampling techniques▪ Excel/Spreadsheet review	Link Document to be uploaded in Nexus

	<ul style="list-style-type: none"> ○ Advanced spreadsheet techniques 	
	Software/Account Installation Checklist	
Class 2	Providing Insights and Recommendations <ul style="list-style-type: none"> ▪ Introduction ▪ Fail-fast-and-fail-cheap ▪ Weeding through data ▪ Defining Metrics and Key Performance Indicators (KPIs) ▪ Budget distribution and strategies ▪ An overview of Tools ▪ Evaluation and ROI 	Link Document to be uploaded in Nexus
Class 3	Google Analytics Review – Part 1 <ul style="list-style-type: none"> ▪ Review of certification procedure <ul style="list-style-type: none"> ○ Note that all students are expected to secure their Google Analytics certificate by the end of the course if they have not already done so ▪ Using Google Analytics to drive your marketing efforts <ul style="list-style-type: none"> ○ Marketing audit ▪ Overview <ul style="list-style-type: none"> ○ Audiences ○ Acquisition ○ Behaviour ○ Conversions ▪ Real-time reporting ▪ Data manipulation ▪ Traffic types <ul style="list-style-type: none"> ○ Source ○ Medium 	Link Document to be uploaded in Nexus
Class 4	Google Analytics Review – Part 2 <ul style="list-style-type: none"> ▪ Beyond surface level analytics QUIZ 1: DATA MANIPULATION AND ANALYSIS	Link Document to be uploaded in Nexus
Class 5	Google Tag Manager <ul style="list-style-type: none"> ▪ Tag Manager Basics Analytics Hands-On Session <ul style="list-style-type: none"> ▪ Integrating it all together 	Link Document to be uploaded in Nexus
Class 6	Social Media Analytics <ul style="list-style-type: none"> ▪ Platforms and overview <ul style="list-style-type: none"> ○ SocialMention and Klout YouTube Analytics <ul style="list-style-type: none"> ▪ Overview ▪ Insights and Recommendations 	Link Document to be uploaded in Nexus

	ASSIGNEMENT 1 DUE: INSIGHTS AND RECOMMENDATIONS PART 1	
Class 7	<p>Getting the most out of your Social Media reporting</p> <ul style="list-style-type: none"> ▪ Facebook Pixel programming ▪ Audience Insights ▪ Further Insights and Recommendations <p>Social Listening Tools</p> <ul style="list-style-type: none"> ▪ Overview ▪ Assessing your own strategy ▪ Reporting 	Link Document to be uploaded in Nexus
Class 8	<p>Improving engagement and reach</p> <ul style="list-style-type: none"> ▪ Strategies ▪ A/B Testing ▪ Reporting ▪ Insights and recommendations <p>Using data to drive content</p> <ul style="list-style-type: none"> ▪ Tools ▪ Strategies <p>ASSIGNEMENT 2 BRIEFING: INSIGHTS AND RECOMMENDATIONS PART 2</p>	Link Document to be uploaded in Nexus
Class 9	<p>Integrating with Marketing Goals</p> <ul style="list-style-type: none"> ▪ G.O.S.T. and S.M.A.R.T. ▪ The Marketing Funnel ▪ What gets measured gets done ▪ Key metric review <p>ASSIGNEMENT 2 DUE: INSIGHTS AND RECOMMENDATIONS PART 2</p>	Link Document to be uploaded in Nexus
Class 10	<p>Reporting – Part 1</p> <ul style="list-style-type: none"> ▪ Presentation options ▪ Key reporting requirements ▪ Software integration ▪ Website Analytics Reporting <ul style="list-style-type: none"> ○ Google Analytics as your base ○ Other integrations <p>QUIZ 2: INSIGHTS AND RECOMMENDATIONS</p>	Link Document to be uploaded in Nexus
Class 11	<p>Reporting – Part 2</p> <ul style="list-style-type: none"> ▪ Presentation options ▪ Key reporting requirements ▪ Software integration ▪ Social Analytics Reporting <ul style="list-style-type: none"> ○ Awareness ○ Engagement 	

	<ul style="list-style-type: none"> ○ Reach ○ Influence ○ Conversions ○ Other Metrics ○ Additional Integrations <p>Review of Final Assignment</p>	
Class 12	<p>Final Exam – Online via Nexus – Check Nexus for exam details Maximum time allowance: 3 hours</p> <p>ASSIGNMENT 3 DUE: USING DATA TO DRIVE DECISIONS</p>	

Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

VOLUNTARY WITHDRAWAL:

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student’s responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

METHOD OF EVALUATION:

VALUE	ITEM OF WORK	DUE DATE
10%	Quizzes: <ol style="list-style-type: none"> 1. Data Analysis (5%) 2. Insights and Recommendations (5%) 	Class 6 Class 9
50%	Assignments: <ol style="list-style-type: none"> 1. Insights and Recommendations Part 1 (15%) 2. Insights and Recommendations Part 2 (15%) 3. Using Data to Drive Decisions (20%) 	Class 4 Class 9 Class 12
30%	Final Exam – Online via Nexus – Check Nexus for exam details	Class 12
5%	Certifications	Class 12
5%	Participation	

All applicable assignments must be typed, as well as formatted and referenced according to the latest [APA Edition](#) specifications. See the policy on the [UWINNIPEG PACE Academic Writing Standards](#).

MINIMUM GRADE:

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in classroom work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

PARTICIPATION GRADE RUBRIC:

GRADE	CHARACTERISTICS / DESCRIPTION
0-2%	Displays most or many of the following: Does not participate in class discussion. Does not ask questions. Does not listen when others speak or interrupts discussion. Is distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations etc.). Is almost never prepared. Misses all or nearly all classes, is late for all, or nearly all, start of the class, or is late returning from breaks.
3-5%	Displays most or many of the following: Is present, but responds minimally when asked directly. Is adequately prepared for class, but does not analyze or provide interpretation. Rarely asks questions, and does not always listen when others speak; is sometimes distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations, etc.). Is often absent, or late, for the start of the class or returning to class after break
6-8%	Displays most or many of the following: Well prepared and offers analysis in discussions. Contributes and interacts in class discussions – listens and responds to other students, asks questions, offers and supports other opinions, even those with differing views. Consistent involvement. Attends nearly every class, is rarely late for the start of the class or returning from break. Is largely attentive to class discussions and instructor. Rarely inattentive due to the use of cell phone, computer, or sidebar conversations, etc.
9-10%	Displays all or nearly all of the following: Very well prepared – read materials and relates it to other materials (readings, course material, discussions, experiences, etc.). Evaluates and analyzes material, and offers new and insightful approaches. Significantly contributes to discussion – listens to classmates and provides further analysis to maintain discussion. Very active discussion. Attends every class, is never late for the start of class or returning from break. Is always, or nearly always, attentive to class discussions and the instructor, never uses cell phone, computer or engages in sidebar conversation.

RESEARCH POLICY:

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

POLICY FOR LATE ASSIGNMENTS:

- All assignments will be given a due date.
- Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.
- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.

ACADEMIC MISCONDUCT:

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

UWINNIPEG RESPECTFUL LEARNING POLICY:

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect.

OTHER EXPECTATIONS/GENERAL INFORMATION/GENERAL POLICIES:

Students are responsible for any course-related announcements or information that may be posted to NEXUS.

Students are responsible for ensuring they meet the minimum technological requirements for full participation in all aspects of the course

(<http://pace.uwinnipegcourses.ca/sites/default/files/pdfs/forms/Technical%20Requirements%20for%>

[20Online%20Students.pdf](#) **The failure of personal computers and/or internet connectivity is not a valid reason to miss assignment or quiz deadlines, excepting when such incidents are a direct result of outages of the university system used for this course (i.e. Nexus).** Students with less reliable internet access are encouraged to avoid writing quizzes at the last minute to minimize the possibility of missed deadlines.

Regular participation in online discussion is a key component of this course. Students are responsible for checking the NEXUS and the discussion boards twice a week at a minimum. You are expected to respond to group members in a timely manner (within 36 hours). During weeks in which group assignments are due more frequent contact may be required.

ACADEMIC ACCOMMODATIONS:

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

UWPACE GRADING SYSTEM:

Letter Graded	Percentage	GPA	Pass/Fail
A+	96-100	4.50	P Pass
A	91-95	4.00	F Fail
A-	83-90	3.75	<u>Non-Graded</u>
B+	75-82	3.50	CP Certificate of Participation (75% Attendance)
B	70-74	3.00	NC No Certificate of Participation
C+	66-69	2.50	<u>Special Designations</u>
C	57-65	2.00	I Incomplete
D	50-56	1.00	TC Transfer Credit
F	<50	0.00	S Standing

DISCLAIMER:

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.