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:	• DMKT2200
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Explain the relationship between business goals, key performance indicators (KPIs) and marketing strategies. 2. Examine methods for measuring key KPIs for a digital marketing campaign. 3. Examine core components of marketing analytics: data collection, analysis and visualization. 4. Demonstrate an understanding of key metrics for measuring a website. 5. Demonstrate an understanding of data visualization techniques and tools. 6. Apply methods for measuring digital and social media channel performance. 7. Examine visual analytics tools for analyzing page content. 8. Complete the Google Tag Manager and Google Analytics certifications. 9. Create an analytics dashboard, interpret the findings and recommend a course of action to improve marketing performance. 10. Examine techniques for data collection through artificial intelligence, data mining and machine learning to improve marketing campaign decisions. 11. Examine methods for testing digital marketing campaign performance.
MnTC goal areas:	None

Can be taking as a Prerequisite or Corequisite.

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