

ONLINE COURSE REPORT

By

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MBA PHARMACEUTICAL MANAGEMENT (2019-'21)

**COURSE TITLE: DIGITAL ANALYTICS FOR
MARKETING PROFESSIONALS**



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COURSE TITLE AND INSTRUCTOR

- COURSE TITLE - Digital Analytics for Marketing Professionals
- PLATFORM – Coursera
- UNIVERSITY AFFILIATION – Illinois University at Urbana Champaign
- COURSE INSTRUCTOR – Professor Kevin Hartman
- ABOUT COURSE INSTRUCTOR - Kevin Hartman is a devoted and artistic practitioner of data. He believes data must do more than simply supply insights that motivate creative thought. Rather, data must express insights in ways that are just as creative as the ideas they inspire.

As Director of Analytics for Google's Consumer, Government & Entertainment sector, Kevin and his team partner with major advertisers, creative agencies, and media companies to develop digital solutions that build businesses and brands. His approach mixes science and art to deliver inventive, fact-based strategies that reduce uncertainty and increase effectiveness in the marketing and advertising programs they create.

Kevin teaches graduate-level courses in analytics at the University of Notre Dame, the University of Chicago, and the University of Illinois. He is the author of "Digital Marketing Analytics: In Theory and in Practice"

COURSE DESCRIPTION

Successfully marketing brands today requires a well-balanced blend of art and science. This course introduces students to the science of web analytics, while casting a keen eye toward the artful use of numbers found in the digital space. The goal is to provide marketers with the foundation needed to apply data analytics to real-world challenges they confront daily in their professional lives. Students will learn to identify the web analytics tools right for their specific needs, understand valid and reliable ways to collect, analyse, and visualize data from the web, and utilize data in decision making for their agencies, organizations, or clients.

OBJECTIVES OF THE COURSE

- Gain an understanding of the motivations behind data collection and analysis methods used by marketing professionals.
- Learn to evaluate and choose appropriate web analytics tools and techniques.
- Understand frameworks and approaches to measuring consumers' digital actions.
- Earn familiarity with the unique measurement opportunities and challenges presented by New Media.

COURSE CONTENTS

- Module 1: Course Overview and Digital Influence on Marketing
Lesson 1 – The day the geeks took over
- Module 2: Basics of Web Analytics
Lesson 2 – The basics of web analytics
Lesson 3 – An introduction to web analytics tools
- Module 3: Basic Analytics Techniques and the Data
Lesson 4 – Where it all begins
Lesson 5- Consumer brand relationship
- Module 4: Promise and Pitfalls of Digital Data
Lesson 6 – Data, data everywhere
Lesson 7 – New media – new opportunities and new dangers

LEARNING METHODOLOGY USED IN COURSE

- Lecture videos
- In - video questions
- Quizzes
- Readings
- Peer assessment
- Honours peer assessment
- Discussion forums

KEY LEARNINGS FROM THE COURSE

- Four Digital epochs
- Dramatic growth of web analytics
- Three step marketing model
- Brinker's marketing technology landscape
- Data sources to be considered for analysis and decision making
- Inverse relationship between ease of data availability and value
- How cookies and tags are used to grab the information?
- Marketing analytics tools for different sized organizations
- Marketing tools for various problems brands face
- 'No tool is ever important as the analyst behind the tool'
- Consumer decision process in the digital era
- Consumer Decision Journey (CDJ) with examples
- Key channels used by marketers to persuade consumers to develop relationship between brands
- How each channel has a role in creating relationships?
- Bias and manipulation of data – the two key challenges
- Strategies and pitfalls of analytics
- Opportunities and challenges offered by new media
