1. **Title of the module**

BUSN9134 (CB9134) Web Marketing and Analytics

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**

Level 7

1. **The number of credits and the ECTS value which the module represents**

15 (7.5ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Spring

1. **Prerequisite and co-requisite modules**

None

1. **The programmes of study to which the module contributes**

MSc Digital Marketing and Analytics

1. **The intended subject specific learning outcomes.
On successfully completing the module students will be able to:**
	1. Demonstrate a systematic understanding of the role of web analytics within the digital marketing landscape.

8.2. Demonstrate a comprehensive understanding of the strategic and operational aspects of Web analytics tools and technologies and how Web analytics can influence and create new marketing levers.

8.3. Demonstrate creativity in the application of web/social/mobile analytics platforms to monitor and track of web-based marketing activities.

8.4. Critically apply web intelligence to improve the outcomes of marketing or business plans within the context of the modern business and its international context.

1. **The intended generic learning outcomes.
On successfully completing the module students will be able to:**
	1. Demonstrate an ability to work pro-actively to formulate business plan and problem solutions.
	2. Exhibit analytical and evaluative skills.
	3. Plan work and study independently.
	4. Effectively communicate information, arguments and analysis in a variety of forms.
2. **A synopsis of the curriculum**

The Internet and web applications have fundamentally changed nearly every aspect of our daily lives. Marketing practitioners have shifted their efforts online. This module aims to help students recognise the role of web analytics within the digital marketing landscape, and practically apply web analytics tools and technologies to monitor performance of web based marketing activities.

Indicative topics to be covered are likely to include:

* Introduction to web analytics and web data driven marketing
* Web server log analysis
* Web metrics and key web performance Indicators
* Web monitoring and trends analysis
* Dashboard design
* Navigation analysis
* Online advertising
* Future trends of web analytics
* Ethics of web analytics
1. **Reading List (Indicative list, current at time of publication. Reading lists will be published annually)**

Essential reading

Kaushik, A. (2009). Web analytics 2.0: The art of online accountability and science of customer centricity. 1st ed. Sybex. ISBN-10: 0470529393.

Beasley, M. (2013). Practical web analytics for user experience: How analytics can help you understand your users, 1st ed. Morgan Kaufmann. ISBN-10: 0124046193

Background Reading

Sharma, H. (2017). Maths and stats for web analytics and conversion optimization, 1st ed Optimize Smart. ISBN-10: 1364849186.

Clifton, B. (2012). Advanced web metrics with Google Analytics, 3rd ed., Sybex. ISBN-10: 1138191701

Tools and Research

* Adobe Analytics
* Google Analytics
1. **Learning and Teaching methods**

Contact hours: 24

Private study hours: 126

Total hours: 150

1. **Assessment methods**

13.1 Main Assessment methods

VLE test, 70 questions in 90 minutes (pass mark 80%) (20%)

Individual website development report, 1500 words (30%)

Individual video presentation, 5 minutes (50%)

13.2 Reassessment methods

100% coursework

1. **Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section12) and methods of Assessment (section 13)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *9.1* | *9.2* | *9.3* | *9.4* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |
| Lectures | **X** | **X** | **X** | **X** |  | **X** |  |  |
| PC Labs | **X** | **X** | **X** | **X** | **X** | **X** |  | **X** |
| Independent study | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| **Assessment method** |  |  |  |  |  |  |  |  |
| Google Analytics Individual Qualification |  |  | **X** |  |  | **X** |  |  |
| Individual website development report (1,500 words) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| Individual video presentation (5 minutes) | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or Centre(s) where module will be delivered:**

Medway

1. **Internationalisation**

Examples of international contexts and organisations will be used where applicable to illustrate the subject content. Students will have the opportunity to develop the ability to think globally and have an understanding of international cultures through working with team members from diverse cultures. Diverse teams make it possible to develop a consultancy report engaging with international activities.

**FACULTIES SUPPORT OFFICE USE ONLY**

**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs( Q6&7 cover sheet) |
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