

MRKG 421 Data Analytics and Visualization

The purpose of this course is to enable students to acquire critical knowledge and understanding of digital marketing analytics and its impact on marketing strategy and planning. Students will be able to critically analyze marketing data and use specialist tools to make informed marketing decisions. *(Prerequisite: MRKG 101, MRKG 202, Minimum 60 credits) (3 credits)*

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical knowledge and understanding of some specialized concepts, principles, and ethics of digital marketing analytics.
2. Use specialist digital marketing knowledge to plan and interpret relevant information in digital marketing analytics.
3. Critically analyze digital marketing insights to use in decision making.
4. Demonstrate specialized level oral and written communication skills in preparing and presenting digital marketing analysis plans and findings to different stakeholders.
5. Use standard and specialized digital marketing analytical tools to gain understanding of market and customer issues.
6. Operate at a specialist level, both independently and in a teamwork environment in the creation and implementation of marketing analytics projects.

Textbook & Course Materials:

- Hemann, C., & Burbary, K. (2018). *Digital marketing analytics: Making sense of consumer data in a digital world*. Pearson Education.

Course Content:

1. Understanding the Digital Media Landscape
4. Understanding Digital Analytics Concepts
5. Picking the Tools of the Trade
6. Social Media Listening
7. Search Analytics
8. Audience Analysis
9. Content Analysis
10. Engagement Analysis
11. Using Online Data to Anticipate a Crisis
12. Improving Customer Service
13. Web Analytics