

MKT542 Digital Marketing Analytics

Level: 5

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

To understand the customer decision journey (CDJ) and to improve customer experiences at various touch points is essential in marketing, and the CDJ has quite different features in the digital age. Digital marketing analytics is a very important tool to serve this purpose. This course lays out the foundation by explaining the theories and strategies of digital marketing analytics and further introduces the practical methods of applying digital data to the real business issues. The standard process of conducting digital marketing analytics is emphasised. This course compares the traditional and digital channels and focuses on the different measures to examine the effectiveness of the digital marketing campaigns. It also includes the new technology trend and challenges faced when making use of new media data.

Topics:

- Three-step Marketing Model and ZMOT
- CDJ - Customer Decision Journey
- The evolvement of CDJ in digital age
- MAP - Marketing Analytics Planning
- Marketing analytics tools
- Web data collection, analysis and visualization
- Digital marketing research
- Digital customer profiling
- How digital waves change traditional channels
- Digital channels and the different metrics to measure effectiveness
- Case: E-commerce platforms and their CDJ
- Challenges of new media data

Textbooks:

Marshall Sponder and Gohar F. Khan: Digital Analytics for Marketing (eText) Routledge
ISBN-13: 9781317278436

Learning Outcome:

- Appraise the customer decision journey in the digital era.
- Construct customer profiles.
- Propose a digital marketing analytics plan.
- Design integrated digital marketing campaigns that fit in each stage of the customer decision journey
- Collect and examine new media data with marketing analytics tools.
- Analyse and visualise data with marketing analytics tools.
- Evaluate the effectiveness of different digital marketing channels.
- Choose marketing analytics tools to utilize big data.
- Compose digital marketing strategy to effectively target and interact with consumers.
- Design marketing analytics plans to monitor and evaluate the effectiveness of marketing campaigns.
- Demonstrate proficiency in communication.
- Demonstrate proficiency in group works.

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	10
	GROUP BASED ASSIGNMENT 1	25
	PARTICIPATION 1	15
Overall Examinable Components	ECA	50
Total		100