

MKT554 Consumer Insights with Google Analytics

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

The objective of MKT554 Consumer Insights with Google Analytics is to equip students with practical skills in digital analytics via Google Analytics platform. Google Analytics, the Google marketing platform, allows business to use tools to form a deeper understanding of their customers in one place. In this course, students will be introduced to the foundations of Google Analytics. Specifically, we will demonstrate how to create an account, implement tracking code, and set up data filters. Students will learn how to navigate the Google Analytics interface and dashboards reports for analysing basic Audience, Acquisition, and Behaviour reports. Along the 3-week course, students are also prepared and encouraged to take the Google Analytics Individual Qualification (GAIQ) certificate. The course follows a seminar-practical format that students are advised to bring their laptops to have a hands-on experience. By completing this course, the students will be well on their way to develop advanced marketing tools to analyse and optimize results that supports decision making in digital marketing.

Topics:

- Introduction to Google Analytics: the mechanism, platform setup and views with filter
- The Google Analytics layout: navigation and dashboards for reporting
- Online consumer insights: audience report, acquisition report and behaviour report
- Basic campaign and conversion Tracking
- Preparation of Google Analytics Individual Qualification (GAIQ) certificate
- Case Studies: Analytics about your own Facebook or LinkedIn page

Learning Outcome:

- Develop a measurement strategy and understand the fundamentals of Google Analytics
- Evaluate the different view filters and settings in data visualization
- Develop advanced graphical displays and segment audiences
- Analyse and profile different consumer segments
- Explain the importance and process of channel customisation in Google Analytics
- Explore all aspects of custom reporting in Google Analytics & Data Studio
- Apply systematic approach to assist managerial decision making
- Develop various associated dashboards in Data Studio
- Formulate basic reports including audience reports, acquisition reports and behavior reports

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	10
	PARTICIPATION 1	15

Overall Continuous Assessment	GROUP BASED ASSIGNMENT 1	25
Overall Examinable Components	ECA	50
Total		100