

**THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
JOSEPH M. BRYAN SCHOOL OF BUSINESS AND ECONOMICS
The MBA Program**

MBA 734-03: Digital Marketing Analytics (ONLINE)

This syllabus is subject to change as the semester/session progresses to accommodate instructional and/or student needs.

INSTRUCTOR: Dr. Jiyoung Hwang

Office: Bryan 379

Email: j_hwang3@uncg.edu (Best Means of Contact)

Course website: <http://canvas.uncg.edu>

Office hours: **Thursdays 10-11 AM (online) or by appointment**

1. COURSE OBJECTIVES

This course covers some of the most important aspects of digital marketing analytics. Digital marketing analytics is foundational to digital marketing because it is the essential tool for optimizing and connecting results across all digital marketing tactics (owned media, paid media, and earned media including search, social media, email, display, video, etc.). This course provides the knowledge and analytics techniques for managerial decisions, which have emerged as the critical assets to business professionals and firms.

Student Learning Outcomes from the Course

Students will gain an appreciation for the breadth and depth of this subject and its significance for a business. The major course objectives are:

1. *Understand* digital marketing analytics and how to apply it to your marketing career
2. *Define* key characteristics of common performance metrics of digital data in various digital marketing domains
3. *Understand* business measurement models and how to establish them to enhance digital marketing analytics effectiveness
4. *Know* the advantages of data-driven decision-making and be able to apply the decision-making framework — question, curate, analyze, and optimize
5. *Analyze* digital marketing data using online digital marketing platforms such as Google Analytics, and perform data visualization using tools such as Tableau
6. *Present* the final outcome with professional decisions and effective data visualizations

2. COURSE TEXTBOOK

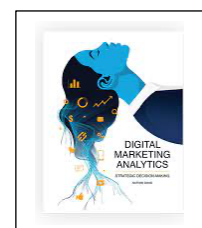
Digital Marketing Analytics: Strategic Decision-Making

by Nathan David. 2023. Stukent (REQUIRED TEXTBOOK) (\$79.99).

We will use a Digital Marketing Analytics digital textbook available

at <http://home.stukent.com>. Create an account and purchase the digital book

at the website as well as learning more about those purchase options by visiting the website. The textbook serves as a key reference, providing terminology,



theories, techniques and applications, which are commonly used in digital marketing analytics. Knowledge of these concepts is essential to successful completion of this course. Use this link <https://join.stukent.com/join/64A-AF0> for login on the publisher website.

TERM ASSIGNMENTS AND GRADES

COMPONENTS	POINTS
• 2 Online Discussions (Own Postings & 2-3 Replies, each@15 points)	30
• 5 Chapter-based Assignments (each@15~30 points)	105
• 2 Application Projects (each@30 points)	60
• 2 Exams (80 points each)	160
• Peer Evaluation (30 points)	30
TOTAL	385 +

Total points can be over 385 if some extra point opportunities are provided. Grades are not curved and will not be rounded. The points you earned will determine the grade you deserve. Final grades can only be changed to correct calculation or input errors on my part. **Final grades assigned at the end of the semester are NOT negotiable. Any issues concerning grades need to be called to my attention in writing within three days of receipt of the grading.**

Grading Scale

A	93-100%	B	83-86.99	C	73-76.99
A-	90-92.99%	B-	80-82.99	F	Below 60%
B+	87-89.99	C+	77-79.99		

The following criteria will apply to the grading of assignments.

- **A:** Work that demonstrates not only a clear understanding of the material under study, but also a superior ability to utilize that material in the assignment. All criteria are met. The student's work goes beyond the task and contains additional, unexpected or outstanding features.
- **B:** Work that demonstrates a good understanding of the material under study, and utilizes the material well in the assignment. The student meets the assignment criteria, with few errors or omissions.
- **C:** Work that fails to demonstrate a basic or technical understanding of the material under study, and fails to use relevant material in the assignment. Work may not address one or more criteria or may not accomplish what was asked.
- **F:** Work that is incomplete, inappropriate and/or shows little or no comprehension of the material under study.

3. COURSE STRUCTURE

This course will be taught 100% online combining standard e-learning with supplemental zoom conference sessions when necessary, along with online office hours each week. The course utilizes a discussion-oriented inverted classroom model wherein students are responsible for reviewing course materials BEFORE attempting quizzes and/or participating in web-meetings. This way allows students' critical thinking as well as in-depth discussions of the subject matter.

When required, zoom sessions will involve discussions about the readings/assignments or cases etc., which is communicated beforehand. Lecture slides also will be posted online each week.

Laptop/Computer Policy

Considering the characteristics of the course, students need to ensure a laptop/any working computer with a camera (Mandatory).

Canvas

This course will use UNCG Canvas as a course management tool.

- **Course Module:** Each week, the module opens **on Sundays at 8:00 am on Canvas for the week (Sunday open is designed to give more time for students for the coming module).**
- **Students' Responsibilities:**
 - **Account Setting:** Go to your Account -> Notifications -> Announcement -> **Select "Notify me right away"**. This way you would not be missed for any important update about the course. Excuses such as "I didn't know it" are NOT accepted.
 - **It is the student's responsibility to check Canvas regularly for important announcements, class materials, emails, grades, etc. No excuses such as "I didn't know" will be accepted for any missed deadlines.**

Online Office Hours

In addition, I offer **online office hours every Thursdays at 10-11 AM** through MS Teams link provided to students. You are welcome to ask any course related questions. **But please note that the online office hour is NOT a tutoring session and 15 minutes will be the maximum for one student** considering the number of students. So, please review/study the contents and ask specific questions

Online Discussions (Individual)

This course will have **TWO online discussion board threads.** Students are expected to contribute to these discussion boards. The topic/article and the specific guideline is available under the module that requires online participation.

- **Two parts (15 points):** Your own positing (10 points) should be **posted by Thursday 11:59 pm for the corresponding week.** Replies to others (5 points) should be **posted by Friday 11:59 pm for the week.** For reflection of fellow students' postings: make sure your reflection shows your reading of their posting(s).
- To provide meaningful contributions/responses, it is crucial for you to be prepared for class. Remember *all online responses should be concise, but meaningful and substantive.* The standard is a 3 to 4 paragraphs incorporating required contents, chapters, and outside sources to support your statements. Sources must be cited and referenced.
- Although grading for your reflection of readings and other postings can be subjective, some criteria include:
 - Presenting the discussion going beyond simple repetition of case/article or facts.
 - Articulating, explaining and supporting positions on your ideas.
 - Being a good listener and also interacting with other fellow students.
 - Offering ideas or resources and inviting a critique of them.
 - Asking challenging questions of your peers.

- Reflecting on and re-evaluating personal opinions.
- Offering a critique of others' posts.

Exams (Individual)

We will have **TWO exams (80 points each)**. All online exams must be taken within the scheduled dates and times. Instruction will be provided on Canvas.

- Students must complete the exams before the stated deadlines. Make sure to mark on your calendar and plan accordingly. **The Rule is NO re-takes for any missed exam.** An extremely rare case of make-up exam may be considered **only when** 1) there is extreme emergency and 2) a written notice is given to the instructor at least 3 days prior to the exam day.
- **[EXTREMELY IMPORTANT]:** Given the online setting for exam-taking, **any students' unusual activities DURING the exam taking** detected either by the instructor or the technical party at school will be seriously handled - **in any case for the academic misconduct will result in F in this class.** Once the student's attempt to take the exam starts, students should NOT leave the website of the exam window until the exam taking is done. **CANVAS system can detect suspicious activities of students DURING exams.**

Group Formation, Group Leader Update, & Group Work Policy

Note that I designed small assignments as group work where the topic would benefit from communications and learning/help each other, when necessary, as well as reducing individual workload.

Students will be assigned to **a group of 3 students using Canvas system (i.e., random group assignments) in the 2nd week.** The group work will be built upon the class learning and additional efforts of the students. Given the online environment, it is VITAL for group members to effectively communicate (e.g., exchange email address & phone information) using effective communication tools (e.g., online chat rooms, discussion boards, Google docs etc.).

Specific guidelines will be provided & any questions/discussions are welcomed but do not ask for individual tutoring.

- Group leader is necessary to be elected in the 3rd week after the group formation.
- Any group work-related communication to me (preferred to be sent by the group leader) **SHOULD INCLUDE ALL MEMBERS IN THE EMAIL as RECEIPTS.** This rule is essential for everyone to be on the same page.
- **No free rider is expected in this class.** For that reason, **peer evaluation (30 points)** will be done for the contribution of each member throughout the semester. **Although we don't want that happening, if any serious issues in a team occurs, contact me asap instead of waiting until the last minute.** **No such excuses of non-participation of members to the project will be accepted for the missed/lower quality group project.**

Chapter-based Assignments (Individual OR Group Work)

There are **5 chapter-based assignments (30 points each, otherwise noticed as 15 points).** These are designed to help you better understand and apply what you learned in the class, with specific focuses on the chapter's main topic.

Application Assignment (Group Work)

There are 2 application assignment (30 points each), which is a bit more advanced level than chapter-based assignments. This way, you can enhance your learning more in-depth level to draw insights from real-world marketing perspectives.

Online Sessions (When Necessary)

This course will involve zoom sessions when necessary. In such cases, the announcement will be sent out beforehand. Students should endeavor to participate in all, although the sessions will be recorded to allow access to students who are unable to participate in the live sessions. Please note, though, the video recordings will NOT be available on Canvas until the day following each session. So the best way is to participate in the session when required.

Bonus Points

There may be one or two extra credit opportunities. Losing these opportunities does not affect your final grade in a negative manner. In addition, anyone who **correctly address and provide good help** others' questions about course (under Course Question in Discussion Board), I will give an extra point.

COURSE POLICIES AND EXPECTATIONS

DO NOT EMAIL Assignments to me & Late submission WILL NOT BE ACCEPTED.

Please note **the instructor does not grant extensions or provide makeup quizzes/assignments/group project**. Students who fail to submit each assignment will earn a score of zero for that missed work. In the event of a technical problem that prevent the student from submitted an assignment by the due date, the instructor may grant an opportunity for the student to complete it, **ONLY WHEN and strictly on the condition that the student provides CLEAR evidence of the technical problem. Such evidence may be a screenshot of the error message that clearly shows the date and time the error occurred**. Therefore, students are advised to ensure that they have a reliable computer and internet access ready before attempting each assignment – more importantly start the work with ENOUGH time to meet the deadline.

RULES FOR WRITTEN ASSIGNMENTS

- a. Must be typed with **Times New Roman 12 font, 1.5-spaced**, and 1-inch margins all sides.
- b. For group project:
 - o File name of assignment for upload: **MBA734 - Group Number-Title of assignment**
 - o Cover page with the title of project and all student names is required.
- c. Use headings and paragraphs to organize your writing.
- d. Check spelling, grammar, punctuations, and consistent formatting.
- e. All references and quotations using American Psychological Association (Examples: <http://owl.english.purdue.edu/owl/resource/560/01/>). Jackson library also has a short summary of APA style guideline. Also, there are Internet sources that help you create a APA style citation. <http://www.citethisforme.com/>
- f. **No Wikipedia as a source** – anyone can add to or alter these entries and thus there are questions about the credibility of the information. Use library databases to search for

articles and reports published in newspapers, trade magazines, and academic and business journals.

*******No Compliance to The Rules Will Lead to the Following Penalties.*******

- If late assignment is accepted, the grade will be lowered on 25% from the grade for every day late including weekend days.
- Other minor format violations: - 10 points
- Unnecessary wordiness: - 10 points

E-MAIL COMMUNICATION

Put the course name (MBA 734 – Digital Marketing Analytics) in the subject line and **address me & you with appropriate curtesy in the email.** You will get replied usually within 24 - 48 hours with very few exceptional cases (e.g., my conference attendance etc.). In such cases, I will notify you beforehand.

*******DO NOT SEND ANY LAST-MINUTE EMAIL FOR ASSIGNMENTS/EXAMS. The email regarding questions about assignment/exam should be received at least prior to 2 days (48 hours) before the due date.*******

MODIFICATION OF CLASS

Note that occasionally, changes in the schedule of the course, or in the assignments, are announced on Canvas. Materials may be added to increase your knowledge or efficiency in a particular subject area.

*******The instructor reserves the right to modify the syllabus, grading system, or calendar to better suit the course.*******

It is your responsibility to connect with Canvas and emails to stay abreast of changes, additional materials etc. Any excuses such as “I didn’t know the change” and “I didn’t have the access to emails” will NOT be considered as a viable excuse for any missed work.

PROFESSIONALISM & COURTESY

Check the syllabus and Canvas regularly so that you don’t miss any important task. Also, although it is online environment so we don’t see each other, your message and any type of communication should be respectful to the instructor and fellow students.

*******Any disrespectful or disruptive communication/behavior may result in sanctions including point deduction in final grade and course failure (i.e., F) etc.*******

The examples of desirable and disruptive behaviors include:

Desirable behavior	Disrespectful/Disruptive behavior
<ul style="list-style-type: none"> • Reading chapters before working on assignments • Asking questions related to the class • Sharing own experiences that are relevant to the class 	<ul style="list-style-type: none"> • Unreasonable compliant about grade (e.g., arguing about grade when the work does not align with the guideline) • Claims for grade for what it was NOT done (e.g., asking for grade for the exam by claiming that it was taken but it was actually NOT)

<ul style="list-style-type: none"> • Following the guideline in the syllabus and in the project guideline • Contributing to group project as a responsible group member 	<ul style="list-style-type: none"> • Any unprofessional behavior that interferes the learning environment of the class • Disrespectful communication to anyone • Any type of recording of any communication • Any type of cheating for assignment, exams and quizzes
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Refer to the following for more details on school policies and procedures:

http://bae.uncg.edu/assets/faculty_student_guidelines.pdf

The Use of Course Materials

Course materials should be used for this class ONLY: sharing any class material with others or posting any of class materials online is prohibited and will be strictly handled.

ACADEMIC HONESTY

As the university requires all members to be honest, I take academic misconduct very seriously. My responsibility is to promote honest behavior based on highest standards of honesty and integrity for the students. You, as a student, have a responsibility to report any condition facilitating dishonesty relevant to academic performance in any respect. Any form of academic dishonesty including **plagiarism or cheating will not be tolerated.** *Plagiarism* may occur on any paper, report, or other work that is submitted to fulfill course requirements. This includes submitting work done by others such as others' work on websites. Failing to cite reference properly will result in from re-doing the paper to zero point for an extreme case. Any copy of work done by other students in class or by previous students will result in from grade F on the assignment to request for expulsion from the class. Proof of academic dishonesty will result in a Fail in this class. Violations of the Academic Honesty Guidelines will result in judicial action. Violation of the Guidelines includes cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication. ***

Personal digital assistant devices, cellular phones, and other electronic devices not allowed cannot be used for quizzes and exams. Using any of these during an exam will be reported as a suspected case of Academic Misconduct and handled in accordance with University policy. Check the details: <http://sa.uncg.edu/handbook/academic-integrity-policy/>

Health and Wellness

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

Academic Accommodations

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and

Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://oars.uncg.edu/> or by calling [336-334-5440](tel:336-334-5440) or visiting them in Suite 215, EUC.

TENTATIVE COURSE SCHEDULE
 (*subject to change)

Day	Class focus	Note
Module 1 (Jan 8 - 14)	<ul style="list-style-type: none"> • Introduction and Syllabus Review • Ch 1: Why Digital Marketing Analytics 	<ul style="list-style-type: none"> • Check syllabus • Post Your Introduction on Canvas
Module 2 (Jan 15 - 21)	<ul style="list-style-type: none"> • Ch 2: Digital Consumer • Ch 3: Digital Company 	<ul style="list-style-type: none"> • Quiz on the Syllabus (Extra Credit) • Team formation (random assignment by Canvas System, no work on students' side)
Module 3 (Jan 22 - 28)	<ul style="list-style-type: none"> • Ch 4: Measurement Model 	<ul style="list-style-type: none"> • Digital Literacy Assignment • Group Leader Update (email me)
Module 4 (Jan 29 – Feb 4)	<ul style="list-style-type: none"> • Ch 5: Data-driven Decisions • Ch 6: Analyze 	<ul style="list-style-type: none"> • Customer Lifetime Value Assignment (Ch 4 base)
Module 5 (Feb 5 – Feb 11)	<ul style="list-style-type: none"> • Ch 7: Optimize • Ch 8: Website Analytics (1) 	
Module 6 (Feb 12 – 18)	<ul style="list-style-type: none"> • Ch 8: Website Analytics (2) 	<ul style="list-style-type: none"> • Online Discussion 1 (Own Posting by Thursday & 2-3 Responses by Friday)
Module 7 (Feb 19 - 25)	<ul style="list-style-type: none"> • Exam 1 (Ch (1-8) and related materials) 	<ul style="list-style-type: none"> • See instructions in Canvas
Module 8 (Feb 26- March 10)	<ul style="list-style-type: none"> • Ch 9: Organic Search Analytics • Ch 10: Social Media Analytics (1) 	
Module 9 (March 11 - 17)	<ul style="list-style-type: none"> • Ch 10: Social Media Analytics (2) 	<ul style="list-style-type: none"> • Facebook Insights Assignment (Ch 10 base)
Module 10 (March 18 - 24)	<ul style="list-style-type: none"> • Ch 11: Mobile App Analytics 	<ul style="list-style-type: none"> • Application Assignment 1 (see Canvas for details)
Module 11 (March 25 – 31)	<ul style="list-style-type: none"> • Ch 13: Paid Media Analytics (1) 	<ul style="list-style-type: none"> • Google Analytics for Firebase Assignment (Ch 11 base)
Module 12 (April 1 –7)	<ul style="list-style-type: none"> • Ch 13: Paid Media (2) 	<ul style="list-style-type: none"> • Google Ads in Google Analytics Assignment (Ch 13 base)
Module 13 (April 8 – 14)	<ul style="list-style-type: none"> • Ch 14: Earned Media Analytics 	<ul style="list-style-type: none"> • Application Assignment 2 (see Canvas for details)

Module 14 (April 15 – 21)	<ul style="list-style-type: none">• Special Topic/Catch-Up Week	<ul style="list-style-type: none">• Online Discussion 2 (Own Posting by Thursday & 2-3 Responses by Friday)
Module 15 (April 22 – 24) * April 24 is the last day of the class	<ul style="list-style-type: none">• Exam 2 Chapters (9, 10, 11, 13, 14) and related materials covered (See instructions in Canvas)• Peer Evaluation	<ul style="list-style-type: none">• Peer Evaluation Due (form in Canvas)