MKT 6352 - Marketing Web Analytics and Insights

MKT 6352 Marketing Web Analytics and Insights (3 semester credit hours) This course covers essential and advanced techniques and best practices in web analytics such as the setup and implementation of funnels and segments, basics of tag management, KPI's, conversion, and campaign tracking. Special emphasis is given to actionable business insights and recommendations. The course uses different web analytics platforms, some with transactional datasets. Corequisite: MKT 6301. (3-0) Y