ITSS 4352 - Introduction to Web Analytics

ITSS 4352 is an introduction to Web Analytics (3 semester credit hours). It introduces technologies and tools used to realize the full potential of web sites. The course focuses on collection and use of web data such as web traffic and visitor information to design web sites that will enable firms to acquire, convert, and retain customers. Online advertising such as paid search and web analytics tools will also be included.

Prerequisites: ITSS 3300 and (MATH 1326 or MATH 2414 or MATH 2419) and (MATH 2333 or OPRE 3333 or MATH 2418 or MATH 2415 or CS 2305). (3-0) Y