MKT 6384 - Advanced Marketing Web Analytics and Insights (3 semester credit hours) This course will help students master advanced elements of web analytics and transform them into a data wizard able to make highly informed business decisions based on analytics from web platforms (.com, mobile, app), marketing platforms, and the IoT. Students will learn how to leverage web analytics to build advanced statistical models aimed at optimizing your eCommerce platform performance and digital marketing strategy. Students will also learn how to integrate a web analytics platform with a visualization tool such as Tableau to build real-time dashboards on conversion funnel, marketing channels, and customer segments. In addition, the course will cover the fundamentals of A/B testing and its importance in today's organizations, including test design, measurement plan, data collection, and analysis & insights. Prerequisite: MKT 6352. (3-0) Y