COURSE TITLE	WEB ANALYTICS
COURSE CODE	04DM0601
COURSE CREDITS	3

Course Outcomes: After completion of this course, student will be able to:

1. Apply key concepts and metrics to analyze web and social media performance
2. Use web analytics tools to assess and track digital marketing effectiveness
3. Analyze user behavior and traffic patterns using tools like Google Analytics 4 (GA4).
4. Optimize content and advertising campaigns based on performance insights
5. Evaluate analytics data to support strategic decision-making across digital platforms.

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	**Foundations of Web Analytics** What is Web Analytics & Importance in Digital Strategy, Defining Measurable Goals (SMART Metrics, Key Metrics: Visits, Pageviews, Bounce Rate, , CTR, Conversion Rate, Web vs Social vs Mobile Analytics	9
2	**Social Media and Campaign Analytics** Owned, Earned, and Paid Metrics, Platform-Specific Metrics: Facebook, Instagram, LinkedIn, YouTube, UTM Parameters, Tracking URLs, Link Shorteners, Inline & External JavaScript for Analytics, Campaign Metrics: CPC, CPM, CTR, Share of Voice, Resonance	9
3	**Analyzing Digital User Data** ABC of Analytics: Acquisition, Behaviour, Conversions, Establishing Goal Completion Values, , Sales Funnels, Event Tracking, Segmentation and Audience Analysis, , Engagement, CLV, Applause & Amplification Rates	9
4	**Google Analytics 4 (GA4) Deep Dive** Overview of GA4 vs Universal Analytics, , Setting Up GA4 & Connecting to Google Products, Report Sections: Realtime, Lifecycle, Acquisition, , Monetization, Creating Custom Dashboards , Events, User Journey Mapping & Device Tracking	9

MR. PARAS CHANDULAL RUGHANI

Digitally signed by (Name of HOD)

DR. SANJEET SINGH

Digitally signed by (Name of Dean/ Principal)

Contents : Unit	Topics	Contact Hours
5	**Visualization & Reporting for Decision-Making** Creating Marketing Dashboards , Data Studio / Looker Studio, A/B Testing and Report Interpretation, Real-time Reporting & Alerts, Integration with CRM Tools, , Ethics, Privacy, and Data Protection in Analytics	9
Total Hours		**45**

Textbook :

1 Digital Marketing for Dummies, Ryan Deiss, Russ Henneberry , Wiley, 2020

2 Digital Marketing , Seema Gupta , TMH, 2023

References:

1 1. Web Analytics 2.0, 1. Web Analytics 2.0, Avinash Kaushik, WILEY, 2009

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

1 – Live Tools Demo: Practice and hand on with various tools

2 – Interactive Lectures: Explain with real-world case studies

3 – Mini Projects & Assignments: Group-based web analysis of brand campaigns

4 – Guest Lectures: From industry analysts and digital marketers

Supplementary Resources:

1 - https://www.pvpsiddhartha.ac.in/autonomous19/42/it/19IT4801F.pdf

2 - https://www.bluecourses.com/courses/course-v1:bluecourses+BC14+2020_Q2/about

3 - https://www.digitalvidya.com/web-analytics-training/

4 - https://www.thapar.edu/images/CSSyllabus/PCS209%20CSE.pdf

5   - https://www.bu.edu/csmet/files/2021/02/MET-CS688-Web-Analytics-and-Mining.pdf