
DIGITAL MARKETING ANALYTICS

Syllabus

Digital marketing analytics is foundational to digital marketing. It is the language used to optimize and connect results across all digital marketing tactics (search, social media, email, display, video, etc.). It can also be a stepping stone to more technical careers in data analysis, data science, data engineering or similar career paths.

An effective digital marketing analyst is a data translator for a business. They drive smarter business and marketing decisions making them indispensable employees. Becoming an analyst requires the cultivation of both technical and soft skills. These skills are taught through this 15-week course using auditory, visual and hands-on-learning opportunities to ensure information is learned and retained.

Course will include:

- **Instruction**- 15-week instruction/teaching by industry educators and professionals
- **Expert Sessions**- lectures by expert industry professionals providing new perspectives
- **Assignments**- opportunities to put in practice what you have learned
- **Simulator**- tool used to practice campaign optimization in a safe virtual setting
- **Quizzes**- assessments to ensure material being learned is understood and retained

Materials Needed

There are few tools and resources needed to complete the Academy. We utilize free publicly offered tools and resources or those that were created specifically for this course.

All students will need a computer with working audio and video functionality. This course uses a digital textbook which is included with the cost of the Academy. Students will also be required to:

- Complete your FREE Google Analytics Individual Qualification (GAIQ) prior to the start of the class.
- Review Excel basics
- Set up a FREE Gmail account (personal email address can be used) for email, calendar and video conferencing use.

* If you do not have or cannot afford a computer, please let us know and we can provide one based on need.

Learning Outcomes

Digital Marketing Analytics: Understand digital marketing analytics, how to apply it and how to use it to tell the right story to the right audience.

Digital Consumer: Understand how the scale of collected consumer data and the emergence of consumer privacy protections affect marketing in the digital age.

Digital Company: Recognize a business's current level of analytics maturity and plan how to enhance that analytics maturity.

Measurement Model: Understand business measurement models and how to establish them to enhance digital marketing analytics effectiveness.

Data-driven Decisions: Know the advantages of data-driven decision-making and be able to apply the decision-making framework — question, curate, analyze, and optimize.

Analyze: Determine the analysis approaches and techniques that best support various business questions.

Optimize: Understand that insights are only impactful when implemented and know how to prioritize persuasive recommendations for various audiences.

Owned Media Analytics: Understand owned media analysis and optimization strategies to create lasting business value.

Paid Media Analytics: Know how to connect paid media analytics to business results.

Earned Media Analytics: Interpret earned media analytics and provide performance insights.

Competitive Research: Interpret competitor analytics and provide actionable business recommendations.