

Course Code : DBM201/03
Course Title : Google Analytics and Business Transformation
Prerequisite(s) : None

Level : Higher
Credit hours : 3
Duration of course : 1 semester

Course Coordinator

Dr. Lee Heng Wei
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Integrated Marketing and Analytics module enables the learner to master Digital Marketing strategies and analysis of user behavior and digital marketing campaigns. A learner learns how to create digital marketing strategies and plans for business and brand goals. The learner also learns how to set up Google Analytics and gain insights from various reports, set up dashboards, customise reports, create and track goals and perform conversion rate analysis. A learner will be able to master analysis of user behavior on websites, analyse digital marketing and SEO campaigns and make decisions on where to focus marketing efforts..

Learning Outcomes

1. Determine customer journey map and customer lifecycle.
2. Distinguish the various Google Analytics reports, dashboards and Analytics features used to improve campaigns or website.
3. Describe the key metrics to monitor in a measurement plan.

Topics

1. Business and Customer Strategies
2. Marketing Plan & Budget
3. Customer Acquisition and Customer Lifecycle Marketing
4. Introduction to Google Analytics
5. Google Analytics - Reports and Dashboards
6. Google Analytics – Segmentation and Tracking
7. Google Analytics - Advanced Reporting
8. Conversion Rate Optimisation

Main Reference

Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques
By Mike Grigsby, publication 2018, ISBN-13 : 9780749482169