

| DEREE COLLEGE SYLLABUS FOR: MK 4471 Digital Marketing Analytics |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 3/0/3                                       |
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| ( Fall 2026)                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>UK LEVEL: 6</b><br><b>UK CREDITS: 15</b> |
| <b>PREREQUISITES:</b>                                           | MK 2030 Introduction to Marketing<br>MK 3159 Consumer Behaviour<br>MK 4104 Digital and Social Media Marketing<br>MK 4247 Marketing Management & Metrics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                             |
| <b>CATALOG DESCRIPTION:</b>                                     | This module provides students with an in-depth understanding of the principles, methods, and applications of digital marketing analytics. It explores how data-driven insights inform marketing decisions, optimize digital content, and measure campaign effectiveness across multiple digital platforms. Students will learn to evaluate performance metrics, apply analytical tools, and interpret consumer behaviour data to enhance marketing strategy. Through hands-on exercises and case studies, the module equips students with the skills to collect, analyse, and visualize digital data to support strategic decision-making in contemporary marketing environments.                                     |                                             |
| <b>RATIONALE:</b>                                               | The exponential growth of digital media has transformed marketing into a data-rich discipline that demands analytical competence and strategic interpretation. Marketers today must understand not only how to generate creative content but also how to evaluate its performance and impact using robust digital metrics. This module addresses the increasing demand for professionals capable of integrating analytics into marketing decision-making. By combining theoretical foundations with practical applications—such as web analytics, social media insights, SEO/SEM performance, and dashboard visualization—students will develop the ability to transform data into actionable marketing intelligence. |                                             |
| <b>LEARNING OUTCOMES:</b>                                       | As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> <li>1. Collect, analyze, and interpret digital data from various sources to evaluate content effectiveness and consumer engagement.</li> <li>2. Apply appropriate analytical methods and visualization tools to translate marketing data into actionable strategic insights.</li> <li>3. Synthesize digital marketing analytics for performance measurement and decision-making.</li> <li>4. Critically assess the ethical, legal, and managerial implications of data-driven marketing practices in a digital context.</li> </ol>                                                                               |                                             |
| <b>METHOD OF TEACHING AND LEARNING:</b>                         | In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none"> <li>• Lectures and class discussions.</li> <li>• Homework assignments.</li> <li>• Office hours held by the instructor to provide further assistance to students.</li> <li>• Use of library facilities for further study and preparation for the exams</li> </ul>                                                                                                                                                                                                                                                                                                               |                                             |

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|                                                                                                                                                                       | <ul style="list-style-type: none"> <li>Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                     |     |                                                              |     |                                                                                                                                                                       |   |
| <b>ASSESSMENT:</b>                                                                                                                                                    | <p><b>Summative:</b></p> <table border="1"> <tr> <td>1<sup>st</sup> assessment: Individual written assignment (30%), 2,000 words and presentation (20%)</td><td>50%</td></tr> <tr> <td>Final assessment: Individual written assignment, 2,000 words</td><td>50%</td></tr> </table> <p><b>Formative:</b></p> <table border="1"> <tr> <td> <ul style="list-style-type: none"> <li>In-class short assessments</li> <li>Students may submit a total of one draft for each Individual Take-Home Project.</li> </ul> </td><td>0</td></tr> </table> <p>The formative assessments aims to prepare students for the summative assessments.<br/> The 1<sup>st</sup> summative assessment tests Learning Outcomes LO1, LO2<br/> The 2<sup>nd</sup> summative assessment tests Learning Outcomes LO3, LO4</p> <p>Students are required to resit failed assessments in this module.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | 1 <sup>st</sup> assessment: Individual written assignment (30%), 2,000 words and presentation (20%) | 50% | Final assessment: Individual written assignment, 2,000 words | 50% | <ul style="list-style-type: none"> <li>In-class short assessments</li> <li>Students may submit a total of one draft for each Individual Take-Home Project.</li> </ul> | 0 |
| 1 <sup>st</sup> assessment: Individual written assignment (30%), 2,000 words and presentation (20%)                                                                   | 50%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                     |     |                                                              |     |                                                                                                                                                                       |   |
| Final assessment: Individual written assignment, 2,000 words                                                                                                          | 50%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                     |     |                                                              |     |                                                                                                                                                                       |   |
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| <b>INDICATIVE READING:</b>                                                                                                                                            | <p><b>REQUIRED READING:</b><br/> Digital Analytics for Marketing A. Karim Feroz, Gohar F. Khan, Marshall Sponder (latest edition Routledge)</p> <p><b>RECOMMENDED READING:</b><br/> Kaniz, R. E., Lindon, A. R., Rahman, M. A., Hasan, M. A., &amp; Hossain, A. (2025). The Impact of Project Management Strategies on the Effectiveness of Digital Marketing Analytics for Start-up Growth in the United States. <i>Project management</i>, 4(1).</p> <p>Basu, R., Aktar, M. N., &amp; Kumar, S. (2025). The interplay of artificial intelligence, machine learning, and data analytics in digital marketing and promotions: A review and research agenda. <i>Journal of Marketing Analytics</i>, 13(2), 267-287.</p> <p>Bajrami, R., Gashi, A., Bajraktari, K., &amp; Namligjiu, E. (2025). The impact of big data analytics on digital marketing decision-making: A comprehensive analysis. <i>Innovative Marketing</i>, 21(3), 171.</p> <p>Spais, G., &amp; Chryssochoidis, G. (2025). Trends and future of artificial intelligence (AI), machine learning (ML) algorithms, and data analytics and their applications and implications for digital marketing and digital promotions. <i>Journal of Marketing Analytics</i>, 1-4.</p> <p>Almashaleh, O., Wicaksono, H., &amp; Valilai, O. F. (2025). A framework for social media analytics in textile business circularity for effective digital marketing. <i>Journal of Open Innovation: Technology, Market, and Complexity</i>, 100544.</p> |                                                                                                     |     |                                                              |     |                                                                                                                                                                       |   |
| <b>INDICATIVE MATERIAL:</b>                                                                                                                                           | <b>REQUIRED MATERIAL:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                     |     |                                                              |     |                                                                                                                                                                       |   |

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| <i>(e.g. audiovisual, digital material, etc.)</i> | NA<br><br><b>RECOMMENDED MATERIAL:</b><br>NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>COMMUNICATION REQUIREMENTS:</b>                | Use of appropriate academic conventions as applicable in oral and written communications.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>SOFTWARE REQUIREMENTS:</b>                     | MS Office and Blackboard CMS, Simulation Games, software related to the module.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>WWW RESOURCES:</b>                             | <a href="https://www.ama.org/">https://www.ama.org/</a><br><br><a href="https://www.insightsassociation.org/">https://www.insightsassociation.org/</a><br><br><a href="https://www.mckinsey.com/capabilities/growth-marketing-and-sales/how-we-help-clients/cmac">https://www.mckinsey.com/capabilities/growth-marketing-and-sales/how-we-help-clients/cmac</a><br><br><a href="https://www.sas.com/en_gb/insights/marketing/marketing-analytics.html">https://www.sas.com/en_gb/insights/marketing/marketing-analytics.html</a><br><br><a href="https://www.ama.org/data-and-analytics-for-marketers/">https://www.ama.org/data-and-analytics-for-marketers/</a>                                                                                                                                                        |
| <b>INDICATIVE CONTENT:</b>                        | <ul style="list-style-type: none"> <li>• Introduction to Digital Marketing and Analytics</li> <li>• Digital Marketing KPIs, Strategy, Ecosystems, Governance</li> <li>• The Evolution of Digital Analytics and the Internet</li> <li>• The Growth and Relevance of social media in Analytics and Digital Marketing</li> <li>• Data for Digital Marketing Analytics</li> <li>• Social Media Analytics for Digital Marketing</li> <li>• Actions, Hyperlink, and Mobile Analytics in Digital Marketing</li> <li>• Advanced AI and Algorithms</li> <li>• Basic Web Analytics and Web Intelligence</li> <li>• Advanced Web Analytics and Web Intelligence</li> <li>• Aligning Digital Marketing with Business Strategy</li> <li>• Deriving Strategic Insights and “Digital Value” From Digital Marketing Analytics</li> </ul> |