

# Course Specification

(Bachelor)

Course Title: Web Analytics Basics

Course Code: 1341 EMKT

Program: E-Marketing (intermediate diploma)

Department: Computer and Information systems Unit

College: Applied College

Institution: King Khalid University

Version: 4

Last Revision Date: April 2024

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## A. General information about the course:

### 1. Course Identification

1. Credit hours: ( 3 )

#### 2. Course type

A.  University  College  Department  Track  Others  
B.  Required  Elective

3. Level/year at which this course is offered: (level 1/ 1<sup>st</sup> year.)

#### 4. Course general Description:

Web analytics course covers the basics concepts of digital Analytics and drives students into learning digital analytics from both a managerial and technical perspective. It examines a variety of digital tools, definitions, techniques and properties that can be applied across various channels including Google Analytics web platform

#### 5. Pre-requirements for this course (if any):

NA

#### 6. Co-requisites for this course (if any):

NA

#### 7. Course Main Objective(s):

Upon successful completion of this course, students should be able to:

- Read and understand in a proper way the main key metrics of digital analytics
- Manage web and social analytics principles to drive marketing campaign or strategies
- Setting and Developing Social Listening project

### 2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	-	-
2	E-learning	-	-
3	Hybrid	45	100%
	• Traditional classroom	31	70%
	• E-learning	14	30%
4	Distance learning	-	-

### 3. Contact Hours (based on the academic semester)

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No	Activity	Contact Hours
1.	Lectures	30





2.	Laboratory/Studio	30
3.	Field	
4.	Tutorial	
5.	Others (specify)	
<b>Total</b>		<b>60</b>

## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with program	Teaching Strategies	Assessment Methods
<b>1.0</b>	<b>Knowledge and understanding</b>			
1.1	Define web analytics	K1	Lectures	Assignments, quizzes & exams
1.2	Describe the process of web analytics	K1	Lectures and Lab	Assignments, quizzes & exams
1.3	Concept of web analytics and types	K2	Lectures	Assignments, quizzes & exams
<b>2.0</b>	<b>Skills</b>			
2.1	Design key metrics of web analytics	S1	Lab	Assignments, quizzes & exams
2.2	Differentiates between various strategies of web analytics	S2	Lectures	Assignments, quizzes & exams
2.3	Explain the data sources of web analytics	S3	Lectures	Assignments, quizzes & exams
<b>3.0</b>	<b>Values, autonomy, and responsibility</b>			
3.1	Use of google analytics tool to measure and conclude the effective results	V1	Lab	Assignments, quizzes & exams
	Generate effective reports by using web analytic tools	V2	Lectures and Lab	Assignments, quizzes & exams

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3.2





### C. Course Content

No	List of Topics	Contact Hours
1.	<b>INTRODUCTION: What is Web Analytics? , Importance of Web Analytics, Web Analytics Process.</b>	2
2.	<b>Intro to google analytics, Key metrics, Optimizely, crazy egg,</b>	2
3.	<b>Key metrics: what to measure, data servers: servers log, visitor's data, search engine stastics, conversion funnels</b>	2
4.	<b>Segmentation: data segmentation, analysis using segmentation,</b>	2
5.	<b>Search Engine Optimization (SEO)</b>	2
6.	<b>Make Search Work, Search Engine Marketing (SEM)</b>	2
7.	<b>Web Analytics Tools, Dashboards: implementation, types of dashboards and metrics of each dashboards</b>	2
8.	<b>Conversions: goals, funnels, Testing and report generation</b>	2
9.	<b>Emerging Analytics: social media, E-commerce and mobile analytics</b>	2
10.	<b>Optimizing Your Social Media Profiles</b>	2
<b>LAB Topics</b>		
1	<b>Intro to web analytics tools, google analytics: intro to environment</b>	2
2	<b>Google analytics: what is google analytics, features and how to use it, using interface.</b>	4
3	<b>Audience analysis: location, new vs returning users, browse &amp; OS</b>	4
4	<b>Accusation analysis: source, medium, SEO and referral</b>	4
5	<b>Behavior analysis: behavior flow, site content /all pages, landing and exit pages</b>	4
6	<b>Conversion analysis: e-commerce, multi-channel funnels.</b>	2
<b>Total</b>		<b>60</b>

### D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1	Midterm Exam 1	7	10%



No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
2.	Assignments	2,3 to 9	5%
3.	Course Project	9, 10,11	5%
4.	Midterm Exam 2	12	10%
5.	Lab Practical Assessments (Quizzes + exams)	8, to 10	30%
6.	Final Exam	After 15	40%
7.	Total		100 %

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	Google analytics user guide, Web analytics and monitoring
Supportive References	Web Analytics: An Hour a Day By Avinash Kaushik, ISBN: 978-0-470-13065-0
Electronic Materials	<a href="http://tutorialspoint/web_analytics/web_analytics_tutorial.pdf">http:// tutorialspoint/web_analytics/web_analytics_tutorial.pdf</a>
Other Learning Materials	

### 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	1. Lecture Room with a capacity of More than 50 Chairs and Tables for Students and 1 Teacher's Table and Chair and 1 Projector/Screen. 2. Laboratories with 40 Computers for students and 1 for Lab Instructor and Lab Assistant with Computer Table/Chair with the same number and 1 Projector/Screen
Technology equipment (projector, smart board, software)	1. Laboratories computer Equipped with required software for web analytics 2. Projectors, Computer for Theory Classes and Practical Sessions
Other equipment (depending on the nature of the specialty)	

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students	Indirect
Effectiveness of Students assessment	Course Teacher	Direct
Quality of learning resources	HOD, Quality Unit	Direct/Indirect

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Assessment Areas/Issues	Assessor	Assessment Methods
The extent to which CLOs have been achieved	Course Teacher, Quality Unit	Direct
Other		

**Assessors** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)

### G. Specification Approval

لجنة الخطط والمناهج بالكلية التطبيقية	جهة الاعتماد
٤٥/٥/١	رقم الجلسة
١٤٤٥/١٢/٣ هـ	تاريخ الجلسة

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