

## **MARK 7366: Web Analytics**

Cr. 3.0 (3.0-0). Prerequisites: MARK 6361/6A61. This course address the analytic tools used to manage Internet marketing programs. Topics covered include: a) review of online marketing, including social media, SEO, SEM, Ecommerce, and banner advertising; b) online campaign assessment and optimization; c) web analytics software (hands-on); d) online marketing experimentation and testing; e) text mining; f) attribution analysis; g) competitor analysis