

MBA 590

Web Analytics

Spring 2016

LECTURE: Stevenson Hall 303
Wednesday, 6:00 – 8:30pm

INSTRUCTOR: Doug Lundquist
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Office Hours: Wednesday, 5:00 – 5:45pm

1. General Information

An online presence is expected for any modern business organization. Different businesses use their websites to achieve different goals. Online retailers use their websites to let customers browse, buy, and research products, while information providers like Google and Yahoo! Use their sites to help direct their customers to interesting content. These businesses are interested in customer behaviors, like how they search and what they actually buy. Web analytics is the use of tools and methods to better understand website visitors, like who they are, what they buy, and what search terms they used to find the site.

1.1 Learning Objectives

This course covers basic topics in web analytics and is intended to cover a range of material similar to an introductory certification course.

1.2 Course Components

Lectures will follow the course outline (at the end of this document), although minor adjustments may occur during the semester. Students are expected to read the relevant textbook chapters and PowerPoint slides prior to each lecture. Most of the lecture time will be devoted to reviewing and applying readings from the book. In-class time will also include some hands-on activities with analytics software.

1.3 Course Materials

Textbooks

This course uses the book *Advanced Web Metrics with Google Analytics*, third edition (2012), by Brian Clifton. It is available at various booksellers.

Websites

Students will set up websites in order to gather analytics data. We will use yola.com, a free website provider. However, students may use a pre-existing website if they are able to add an analytics account and any requisite content.

Analytics Software

This course uses Google Analytics, which is freely available and easy to use with the yola sites. While it is not absolutely essential that you have a laptop computer, bringing one to class will allow you to follow any in-class demonstrations.

1.4 Blackboard Sites

This course uses UIC's Blackboard facility. The login page is <https://uic.blackboard.com/webapps/login/>. Our Blackboard site will contain course information, documents (like the PowerPoint slides for lectures),

grades, and announcements. If you have problems accessing or using Blackboard, contact the ACCC (Academic Computing and Communications Center).

All major announcements about the course will be posted on the main Blackboard course site. Important notices will generally be forwarded to your e-mail address. However, you are ultimately responsible for checking Blackboard to keep informed regarding any course updates.

1.5 E-Mail Communication

I will strive to respond to e-mails within 48 hours. However, sometimes I overlook a message (or they get captured by the spam folder). If you do not receive a response from me within 72 hours, please resend it. However, please do not e-mail me questions about an assignment two hours before the deadline and expect an immediate response!

When e-mailing me, please include MBA 590 in your subject line. This will help me process your request faster. Also, when using Blackboard's e-mail tools, please send e-mail **only** to the intended recipient, not one of the group options, which may cause your e-mails to be marked as spam.

1.6 Attendance Policy

As a courtesy to your fellow students, please arrive on time and, if you must leave during lecture, do so quietly. In lecture, major concepts and definitions will be presented and discussed. Your best information about exam content will come from lectures. If you miss class, you can find out what was covered from the current course syllabus (available on Blackboard) or from consulting with fellow students.

Valid Excuse: Although it is not possible to list every possible valid excuse for missing class, good examples are medical emergencies (either your own or a dependent's), participation in UIC athletic events, military obligations, and court dates. As a general rule, **if you have scheduled the reason yourself, it is not a valid excuse for absence!**

If you miss an exam without a valid excuse, you will automatically incur a 10% penalty. If you miss the final exam without a valid excuse, you will receive an incomplete for the course; to pass the course, you will need to take the final exam in a future semester. You may only be excused from the regularly scheduled times for the final exam under the two following circumstances (in either case, proof of your excuse will be required):

1. If you provide a note from a doctor concerning your unavoidable absence.
2. If you provide the instructor with a valid reason for your absence **in advance**.

If you miss an exam with valid cause, you should notify your instructor as soon as possible to schedule your make-up exam. If you are or expect to be absent for an extended period of time, please let me know.

1.7 In-Class Behavior

During class, please help create a good learning environment by remaining reasonably quiet and keeping your cell phone silent. If you must communicate with your fellow students, please use silent options like texting or writing notes or, better yet, wait until after class. Students who cannot comply with these basic tenets of courtesy will be publicly shamed by one or more of the following:

- Being requested to stand up and introduce themselves to the class
- Being asked what is so urgent that it cannot wait until the end of lecture
- Being asked to leave for the remainder of the lecture or lab

1.8 Students with Disabilities

The University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC), which can be reached at (312) 413-2183 (voice) or (312) 413- 0123 (TDD).

2. Grading

This course will have a project, two quizzes, and a final exam. **No additional extra credit opportunities will be offered.** The breakdown of points is:

Project	400
Quiz 1	50
Quiz 2	50
Final	<u>500</u>
Total:	1000

2.1 Grading Scale

Grades at the end of the semester will be based on the total points that you accumulate. The minimum point total required to earn a grade may be adjusted downward but will not be adjusted upward. The tentative grading scale is:

900 and up	A
800 to 899	B
700 to 799	C
600 to 699	D
Below 600	F

2.2 Project

The project will consist of setting up websites, defining goals, and tracking visitor activity. After the designated observation period, students will write a report on the visitor characteristics and behaviors. Some in-class time may be allocated for project work. The bulk of the project grade will be based on a term report but 100pts will be based on incremental goals.

2.3 Quizzes

There will be two quizzes, one during the third week and the other during the sixth week. They will be brief but indicative of the questions you will see on the final exam.

2.4 Final Exam

The final exam will take place on the last class session. It will be a mix of multiple choice, short answer, and not-so-short answer questions. Additional details about the final exam will be provided in an FAQ file on Blackboard toward the end of the course.

3. Course Administration

This course and its coursework are being administered under the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and uphold this code. Violations of the Honor Code are just causes for discipline under the University of Illinois at Chicago Student Disciplinary Procedure, and all allegations of Honor Code violations shall be handled pursuant to that Procedure.

3.1 Honor Code for the College of Business Administration

As an academic community the College of Business Administration at the University of Illinois at Chicago is committed to providing an environment in which teaching, learning, research, and scholarship can flourish and in which all endeavors are guided by academic and professional integrity. All members of the college community – students, faculty, staff, and administrators – share the responsibility of insuring that high standards of integrity are upheld so that such an environment exists.

In pursuit of these high ideals and standards of academic life, as a student I hereby commit myself to respect and uphold the University of Illinois at Chicago (UIC) College of Business Administration Honor Code during my entire matriculation at UIC. I agree to maintain the highest moral and ethical standards in all academic and business endeavors and to conduct myself honorably as a responsible member of the college academic community. This includes the following:

- Not to seek unfair advantage over other students, including, but not limited to giving or receiving unauthorized aid during completion of academic requirements;
- To represent fact and self truthfully at all times;
- To respect the property and personal rights of all members of the academic community.

3.2 Plagiarism and Inappropriate Use of Others' Work

The University standards on originality of submitted work apply in this course: don't copy from other students or turn in other students' work as your own. If there is clear evidence of copying another student's work on a quiz, exam, or homework, the involved students will receive zeroes for that grade and formal disciplinary action may be undertaken.

Exams and quizzes: There is to be no copying or collusion during exams and quizzes. To inhibit cheating, multiple versions of exams will be provided. Further, any observed cheating will automatically earn the involved students a zero for that exam or quiz.

MBA 590 Fall 2015: Course Outline

This outline is for planning purposes only. The actual schedule may vary as the course proceeds.

Week	Topic	Reading
Week 1 January 13	Introduction to Web Analytics	pp. 3 – 52
Week 2 January 20	Case Studies, Analytics Software, and Events	pp. 53 – 86 pp. 236 – 251
Week 3 January 27	Goals and Key Performance Indicators Quiz #1	pp. 273 – 285 pp. 359 - 372
Week 4 February 3	Funnels, Reports, and Filters	pp. 118 – 162
Week 5 February 10	Performance Assessment	pp. 417 - 454
Week 6 February 17	AdWords and AdSense Quiz #2	
Week 7 February 24	Google Tag Manager Exam Review	
Week 16 March 2	FINAL EXAM: Wednesday, March 2nd, 6:00 – 8:00pm, 303 Stevenson Hall	