DIGITAL ANALYTICS (DGTA1-CE)

DGTA1-CE 1000 Business Intelligence Concepts and Techniques (1.5 Credits)
This course provides a critical overview of methodologies and technologies that enable companies to transform raw data into meaningful and useful information for business purposes. Learn how to use and manage data, to apply techniques for converting data into valuable information, and to analyze data for making data-driven recommendations.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DGTA1-CE 2000 Measuring Marketing Campaigns Using Digital Analytics (2.5 Credits)
This intermediate course further details how effectively to measure digital marketing campaigns. Learn to identify the critical metrics needed to distinguish and maximize online and offline marketing campaigns. This course covers methods for tracking the impact of all sales channels and elements of the marketing mix. It also introduces the fundamentals of working with dashboards and the three main digital analytics tools: Adobe Analytics, Google Analytics, and IBM Digital Analytics.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DGTA1-CE 2100 Social Media Marketing Analytics (2.5 Credits)
This course surveys the cohesive landscape of social media as the core sustenance of digital performance in business and marketing. Gain a high-level overview of metric tools, as well as a detailed analysis of actionable insights essentially to formulate measurable gain with a heavy investment on the navigation and usage of social media in that process for ROI achievement. One of the most important factors in social media analytics is qualified data. As a community, market researchers often become inundated and overwhelmed with big data. Big data attempts to dissect core characteristics and behaviors of transactional users of the Internet through landing pages, web platforms, integrated mobile applications, social media, digital advertisements, and information-rich user- and influencer-generated content. The key is to determine which data is the most qualified to achieve company-wide marketing goals.
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes

DGTA1-CE 2200 Advanced Topics: Big Data for Marketing (2 Credits)
<p>This course allows you to apply knowledge and skills acquired through the previous digital analytics courses to solve a challenging marketing problem. Bring the theories and principles you have learned to practical application and demonstrate your mastery of critical concepts.</p>
Grading: SPS Non-Credit Graded
Repeatable for additional credit: Yes