Fall 2023
DRTL 4070.501 Retail Web Analytics
Wednesday 5:30 p.m. – 8:20 p.m.
Frisco Campus / Frisco Landing 456

COURSE DESCRIPTION

A study of key concepts, diagnostic approaches, techniques, and practices of web analytics used to create actionable insights for the digital retailing channel.

OBJECTIVES*

- Apply the fundamental of web analytics to digital retailing
- Apply segmentation techniques to compare metrics
- Demonstrate which metrics are truly valuable
- Identify analytics tools
- Assess career opportunities in digital retail for web analysts
- Apply prevalent thinking about analytics in the digital retailing field
- Analyze data to formulate strategy to meet company objectives
- Communicate ideas in written, oral, and visual forms using appropriate technology

* The objectives are important as your feedback will be requested at the end of the semester.

REQUIRED TEXT: Kaushik, A. (2007). Web Analytics An Hour A Day. ISBN:9780470130650
Other readings may be assigned.

INSTRUCTOR: Jodi Herold, MBA
UNT Frisco
Jodi.Herold@unt.edu
Please email in advance to schedule an appointment

Canvas: canvas.unt.edu (online course accessory)
Please refer to CANVAS for all important announcements regarding the class.

Attendance and Participation

Because this course involves collaboration, participation is essential to learning. Our project-based activities require you to be actively engaged in discussions and group work. I understand tardiness and absences may occur. If you are late to class, please drop me an email to let me know the circumstances. If you must miss class, please let me know prior to your absence or it may be marked as unexcused.

Makeup Exams

- Makeup exams will only be given if a student contacts the instructor *prior to the exam time*. Students are required to provide sufficient paperwork to the instructor.
- A missed exam without an excused absence will result in a "0" for that exam.

Grade Determination

- **Class Attendance (50 pts):** Students will begin with 50 pts, 5 pts will be deducted for each unexcused absence
- **Google Analytics Account Creation (30 pts):** Class participation will be evaluated by an individual student's class attitude and behavior.
- **Projects & Assignments (260 Total pts):** One Final Case Study will provide additional opportunities to apply concepts.
- **Exams (120 pts each / 360 total pts):** Exam questions are derived from lecture notes, textbook, and assignments.

Other assignments may be given, if needed, to better meet course objectives. In case other assignments are assigned or some assignments are not provided the total points for the class will change.

1	Class Attendance	50	
2	Google Analytics Account Creation	30	
3	Assignment #1	70	
4	Assignment #2	70	
5	Final Project Case Study	120	
	Total Assignments		340
1	Exam 1	120	
2	Exam 2	120	
3	Final Exam	120	
	Total Exams		360
	TOTAL POSSIBLE POINTS		700

Bonus Points: Students may be provided other opportunities for extra credit. Please remember you will need to follow the assignment requirements to qualify for any points.

If you are absent on the day an assignment is distributed and discussed, it is **your responsibility** to obtain the necessary information. Assignments are due in Canvas at by 11:59 p.m. on the date listed. If you will be absent from class please contact me to obtain the necessary assignment information.

Grade Scale: Grades are not curved. The final semester grade will be determined as follows:
Total Points Possible: 700 points

A	630	700
B	560	629
C	490	559
D	420	489
F	419 and below	

Every student in this class can improve by doing their own work and trying their hardest with access to appropriate resources. Students who use other people's work without citations will be violating UNT's Academic Integrity Policy. Please read and follow this important set of guidelines for your academic success (https://policy.unt.edu/policy/06-003). If you have questions about this policy, or any UNT policy, please email me or come discuss this with me during office hours.

DRTL 4070 Retail Web Analytics Fall 2023
Tentative Course Calendar
(Subject to Change to Meet Course Objectives)

Wk	Date	Topic	Reading	Assignment	Points
1	Aug 23	Introduction: Syllabus & Assignments Web Analytics: Past, Present & Future	Ch 1		
2	Aug 30	The Importance of Data Collection Conducting Qualitative Analysis	Ch 2 Ch 3	Review: Assignment 1	
3	Sep 6	Successful Web Analytics Strategy Fundamentals of Web Analytics	Ch 4 Ch 5	Due: Google Analytics Account	30
4	Sep 13	Core Web Analytic Concepts *Review: Exam 1*	Ch 6	Due: Assignment 1 Review: Assignment 2	70
5	Sep 20	Exam #1			120
6	Sep 27	Web Data Analytics Search Analytics	Ch 7 Ch 8		
7	Oct 4	Measure e-mail/Multichannel Mktg Website Testing and Experimentation	Ch 9 Ch 10	Review: Group Project	
8	Oct 11	Making Web Analytics Actionable Competitor Intelligence *Review: Exam 2*	Ch 11 Ch 12	Due: Assignment 2	70
9	Oct 18	Exam #2			120
10	Oct 25	Final Project Working Session			
11	Nov 1	Shattering Myths of Web Analytics Turbo Charge Analytics	Ch 13 Ch 14		
12	Nov 8	Final Project Working Session			
13	Nov 15	Final Project Presentation		Due: Final Project	120
14	Nov 22	Thanksgiving Break – no classes			
15	Nov 29	Critical Thinking & Application			
16	Dec 6	Course Review *Review: Final Exam*			
17	Dec 13	Final Exam			120