MKT 178 - Web Marketing Analytics

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Course web page: Canvas

Course Description and Objectives
In this 5 week course, students are given the opportunity to learn the fundamentals of hypothesis-driven (also known as data-driven) marketing. This course will help to enrich your conceptual learnings via hands-on experience with marketing tools representing state-of-the-art in industry.

I will teach marketing analytics from the base principle of the data captured through marketing activities. With an understanding of this, we layer on Google Analytics to visualize our data and to identify additional analytical concepts (such as LTV, ROI, segmentation, and more). We will then dig into these concepts, deriving them ourselves, and learning how to apply them to many different businesses. This method, of understanding how things work instead of just showing you that they work will be core to the class.

Instruction Methods
I will run this course as I run my marketing teams. The core values that I look for in my members are: communication, collaboration, curiosity, analytical thinking, and a bias towards action. I expect you to bring a positive attitude to class, work with me and your team members to solve problems, and come prepared to class by completing exercises and readings (detail below).

Classes will be formatted with a short lecture explaining a concept, followed by a group or individual exercise to work on the concept. Once completed, we’ll move back to a short lecture, then exercise, etc.

Course Topics:
- History of measurement in marketing
- Current web marketing fundamentals
  - Customer Acquisition Cost
  - Customer Lifetime Value
  - Return on Investment (marketing)
  - Churn, Segmentation, Cohort Analysis
  - A/B Testing
  - Attribution modeling
- Channel-specific measurement and analytics (SEO, SEM, Affiliate, Referral, Offline)
- Attribution Modeling
- Web marketing funnels
**Practical Skills:**
- Proficiency in Google Analytics (with certification)
- Practiced ability to dissect core business metrics and design experiments to address metrics (case studies)
- Experience analyzing web business S1s to pull out relevant marketing analytics metrics

<table>
<thead>
<tr>
<th>Date</th>
<th>Session Topic</th>
<th>Class Exercises</th>
<th>Assignments Due</th>
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<tr>
<td>September 4th</td>
<td>• History of measurement in marketing • Reasoning through public company goals • Testing and Optimization</td>
<td>• Public company goal analysis • Web company optimization</td>
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<tr>
<td>September 10th</td>
<td>• Individual Project Breakdown and Reflection • Google Analytics</td>
<td>• Individual Presentations (to work groups) • Intro to Google Analytics</td>
<td>• Individual Project Due (2hr)</td>
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<tr>
<td>September 17th</td>
<td>• The underlying data behind good analytics • Deriving Google Analytics features from underlying data • Web Marketing ROI</td>
<td>• Google Analytics Deep Dive • Google Analytics Data Derivation • Big Query</td>
<td>• Google Analytics IQ Certification (3hr)</td>
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<td>September 24th</td>
<td>• Segmentation • SEO, SEM, Social Analytics • Cohort and LTV Analytics • Publically available Marketing Analytics Data</td>
<td>• How to invest your marketing dollars • LTV and Cohort Modeling</td>
<td>• Google Online Store Analysis (2hr)</td>
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<tr>
<td>October 1st</td>
<td>• Group Presentations</td>
<td>• Group Presentations</td>
<td>• Group Project Due</td>
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**Course Feedback**
This is a new course in a new format. I encourage feedback as often as you’d like to give it, but will also send formal surveys as frequently as I can.

**Grading**

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<th>Exercises</th>
<th>Project</th>
<th>Participation</th>
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<tbody>
<tr>
<td>Group</td>
<td>15%</td>
<td>30%</td>
<td>10%</td>
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<tr>
<td>Individual</td>
<td>20%</td>
<td>20%</td>
<td>5%</td>
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**Exercises:**
**Group:** As in a workplace setting, you will be expected to work together to solve problems. I will assign at least one in-class group exercise per class period, and you will be graded on group performance.

**Individual:** There will be at least one individual exercise per class, as well as homework exercises, and the completion of the Google Analytics IQ Test.

**Project:**

**Group:** You will be expected to complete and present a group project (details below). You will be graded on the quality of the project, and how you participated in the group (peer reviews).

**Individual:** Prior to completing the group project, you will be expected to do a similar project as an individual so that everyone coming into the group project has experience with this type of analysis.

**Participation:**

**Group:** There will be a large number of group breakout sessions in class. I will observe these sessions and will send surveys to your peers to understand your effectiveness in this setting.

**Individual:** I encourage individual participation in the class when lecturing and presenting the findings and results of your group work.

**Materials:**
There is no textbook for this course. I will assign readings to help with the exercises, and will share slides before class. Both of these will be available in Canvas.

**Devices and Software:**
- Please bring your laptop or tablet to every class session.
- Some exercises will require Microsoft Excel or Google Sheets
- Please sign up for a Google account to access Google Analytics
- You will also need an Academy for Ads account with Google (for IQ certification)

**Google Analytics IQ:**
For our third class session (September 17th) you must complete the free Google Analytics IQ training and certification (basic and advanced courses). We will dig deeper into Google Analytics but this base knowledge is required for the deep dive. 
https://support.google.com/partners/answer/6089738?hl=en

**Individual Project and Presentation:**
I will introduce the individual project at the end of our first session, and it will be due for our second session (September 10th). You will analyze a web business, understanding its goals, marketing channels, and where it optimizes. You will present your findings to work groups in our second class.

**Group Project and Presentation:**
At the end of the course, you and your group will complete and present a thorough analysis of a public web company. You will be expected to pull the company’s S1 and any other publically available data and to analyze and derive as many of its core marketing metrics as you can. If you can’t derive the metrics, you can use industry-standard or assumed metrics to build a model of how this business operates, grows, and markets.

**Attendance policy**
Attending every class session is vital to succeed in this course. A significant part of your grade is based on exercises and activities we will complete in the classroom. For this reason, missing even one class will incur a substantial penalty on your grade.

**Communication Policy**
I am available via email and will happily spend time after class if you have questions, or would like further clarification on any of the topics we cover. You can also schedule office hours with me via email.

**Honor Code**
Much of this class will be spent in groups, where you are expected to collaborate on ideas and projects. However, unless stated otherwise, work done outside of class should be your own. Any incidence of plagiarism will be reported.

**Students with Disabilities**
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, http://diversity.utexas.edu/disability/.

**Religious Holy Days**
By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

**Policy on Scholastic Dishonesty**
The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at http://my.mccombs.utexas.edu/BBA/Code-of-Ethics. By teaching this course, I have agreed to
observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Conduct and Academic Integrity website at [http://deanofstudents.utexas.edu/conduct/](http://deanofstudents.utexas.edu/conduct/) to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

**Campus Safety**
Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, [https://preparedness.utexas.edu/](https://preparedness.utexas.edu/):

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050 or on-line.
- In case of emergency, further information will be available at: [http://www.utexas.edu/emergency](http://www.utexas.edu/emergency)

**PLEASE USE NAME CARDS EVERY CLASS SESSION**