WEBD122

Course Summary

Description

Course Description: This course is an introductory study of Web analytics technology and how businesses and organizations may to use the technology to measure website traffic, enhance business presence, and conduct market research. The course begins with some basic introductory concepts and lays the foundation for more advanced topics regarding the subject. The course will cover both conceptual and scenario based exercises, thus enabling students to experience the maximum amount of comprehension and retention of material covered in the course.

Course Scope:

This course is an excellent supplement to any course in web site publishing and development. This course assumes a foundational knowledge of the web and site development. This course utilizes scholarly academic journals, instructor lectures, web links and APUS Library publications to deliver the course content and learning objectives. Students in this course will be required to read the academic journals and publications provided in the course to meet the requirements of the course objectives and assessments.

Objectives

After successfully completing this course, you will be able to

1. Define Web analytics
2. Describe how Web analytic is used to collect, analyze and report website traffic
3. Identify Key tools and diagnostics associated with Web analytics
4. Explain data collection options available for strong analytics
5. Compare and Contrast Web Analytics methodology
6. Compare and Contrast analytic tools used to measure metrics
7. Summarize how web analytics is used as a tool for visitor centrics, e-Commerce, business research, and market research
8. Explain effective Web analytics strategies and implementation
9. Interpret the Analyst skill set in the current business environment

Outline

Week 1:

Learning Outcomes
Required Readings
Assignments
Recommended Optional Reading
Recommended Media

Week 2:

Learning Outcomes
Required Readings
Assignments
Recommended Optional Reading
Recommended Media

Week 3:

Learning Outcomes
Required Readings
Assignments
Recommended Optional Reading
Recommended Media

Week 4:

Learning Outcomes
Required Readings
Assignments
Recommended Optional Reading
Recommended Media

Week 5:

Learning Outcomes
Required Readings
Assignments
Recommended Optional Reading
Recommended Media

Week 6:

Learning Outcomes
Required Readings
Assignments
Recommended Optional Reading
Recommended Media

Week 7:

Learning Outcomes
Required Readings
Assignments
Recommended Optional Reading

Recommended Media

Week 8:

Learning Outcomes
Required Readings
Assignments
Recommended Optional Reading
Recommended Media

Evaluation

Grading:

Name	Grade %
Forums	23.00 %
Week 1 Forum	2.88 %
Week 2 Forum	2.88 %
Week 3 Forum	2.88 %
Week 4 Forum	2.88 %
Week 5 Forum	2.88 %
Week 6 Forum	2.88 %
Week 7 Forum	2.88 %
Week 8 Forum	2.88 %
Assignments	30.00 %
Assignment 1: Week 1 Website Vibe	5.00 %
Assignment 2: Week 2 Explain the 10/90 Rule (Presentation)	5.00 %
Assignment 3: Week 3 Explain the URL Role	5.00 %
Assignment 5: Experimenting and Testing	5.00 %
Assignment 6: The Executive Dashboard and the Trinity Mindset	5.00 %
Assignment 7: Understanding KPIs	5.00 %
Quizzes/Exams	17.00 %
Week 1 - Terminology Quiz	4.25 %
Week 2 - Terminology Quiz	4.25 %
Week 5 - Terminology Quiz	4.25 %
Week 6 - Terminology Quiz	4.25 %
Week 4 Project Assignment	15.00 %
Week 4: Project/Assignment	15.00 %
Final Project PowerPoint Presentation Assignment	15.00 %
Week 8: Final Project/Assignment	15.00 %
Extra Credit	1.00 %
Week 7 - Topic 2	1.00 %

Materials

Book Title: Web Analytics : An Hour a Day- e-book available in the APUS Online Library; Hard copy not available from the APUS Bookstore, please try other sources.

Author: Kaushik, Avinash

Publication Info: Wiley Lib

ISBN: 9780470130650

Book Title: Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity - e-book available in the APUS Online Library

Author: Kaushik

Publication Info: Wiley lib

ISBN: 9780470529393

Book Title: To find the library e-book(s) req'd for your course, please visit http://apus.libguides.com/er.php to locate the eReserve by course #. You must be logged in to eCampus first to access the links.

Author: N/A

Publication Info: N/A

ISBN: N/A

Course Guidelines

Citation and Reference Style

- Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours* of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each Assignment.
- Generally speaking, late work may result in a deduction up to 20% of the grade for each day late, not to exceed 5 days.
- As a working adult I know your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc) See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of this particular group.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting time after which the instructor will grade comments, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and hopefully important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)
- [Extension Requests](#)
- [Academic Probation](#)
- [Appeals](#)
- [Disability Accommodations](#)

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.