Digital Marketing Analytics

Title of the course: Business Decision Analysis

Instructor: Ye Qiu

Course code: 011101

Teaching Language: English   **Targeted students:** Master

Contact Hours: 36   **Self-learning Hours:** 68

Prerequisites: Introduction to Marketing

Number of learners: Less than 55

Academic Year: Autumn   **Credits:** 2

Profile of Teaching Staff

Ye Qiu

Ye Qiu is an Associate Professor of Marketing at Tongji University in the Advanced Institute of Business. She holds a PhD in marketing from the University of Texas at Dallas, MBA from Rensselaer Polytechnic Institute and B.Econ from Nanjing University. She is interested in digital marketing strategies with emphasis on online pricing and advertising, platform design and consumer search. Her research analyzes firms' online strategies theoretically using game-theoretic modeling and empirically through Bayesian methods.

Ruitong Wang

Ruitong Wang is an Assistant Professor of Marketing at Tongji University in the Advanced Institute of Business. He holds a PhD in marketing from the University of Minnesota at Twin Cities, M.S. in Applied Economics from Cornell University and B.Econ from Xiamen University. He is interested in platform antitrust, consumer search, and B2B market.

1. Course Description

Technologies such as search engines, social media and mobile have influenced how customers shop online and offline. And firms marketing strategies have shifted from traditional media to digital media accordingly. It is essential for managers to

understand such digital strategies. In this course, we will introduce the fundamentals of digital marketing. This fast-paced course is aimed at providing a solid foundation for students to develop a cohesive digital marketing plan. We will cover strategies, tools, and tactics that digital marketers employ, such as content marketing, online advertising, search engine advertising, social media marketing, email marketing, mobile marketing and video marketing.

Students will learn analytical techniques, tools, and methodologies to measure, analyze, and interpret digital marketing performance metrics. Emphasizing new technologies, such as generative AI tools, the course explores the intersection of digital marketing analytics and generative AI techniques and offers some guidance on how to navigate digital marketing challenges using cutting edge technology.

2. Course Objectives

➢ Introduction to generative AI tools and their importance in digital marketing.

➢ Quantitative analysis techniques and their applications in digital marketing

➢ Data-driven insights to optimize marketing campaigns.

➢ Various digital marketing strategies and their performance in different contexts

At the end of the course, it is expected that students will be able to

1. Be familiar with the essential topics, concepts, and theories in digital marketing.

2. Explore and familiarize with the latest digital technologies.

3. Understand the key metrics in digital marketing analytics.

4. Make assessment of digital marketing strategies of firms in real business practices.

5. Deliver and present digital marketing strategies in a team.

3. Course Requirements and Assessment

Assessment	Ratio	Requirements

Individual Report	30%	Individual report will be assigned and the due time will be announced at the class. Report requirements see below. *
Group project	20%	One group project will be assigned and you will have around two-week preparation for presentation. You will complete it in self-selected groups of **three** to **four** people. Collaboration is key to learning and doing well on this project. Group members can evaluate each other's performance by providing comments on the peer evaluation form. Those who under-contribute may be penalized (up to **100% grade deduction**).
Assignments	30%	Three assignments on individual case study will be assigned, and answers will be given after the due time. The assignments include calculations questions that reinforce your skills, as well as a case that help your understanding of the idea. We will discuss the cases in the next class after you submit the assignment. Each assignment and case accounts for 10%.
Class participation	20%	10%: attendance 10%: active participation

*Individual Report:

Instructor will provide a sample data. You are required to use the tools learned in class to analyze the data and write a report. You are encouraged to follow the report outline when you submit your report:

1. Show some summary statistics (at least 5 tables or figures).
2. Run at least 2 models to analyze the data and present the results in tables.
3. Based on the above results, provide at least 3 insights for managers.
4. Provide at least one suggestion for manager to improve the business model (must supported by data analyses results).

The report <u>must not exceed 10 single-sided pages</u> including all materials, with margin size of 2.54 cm (for top, bottom, left, and right margins), 12-point Times New Roman font, 1.5-line spacing.

Late report will NOT be graded!

5. Course Arrangement

Course Name	Digital Marketing Analytics		Contact Hours	36
Unit	Credit hours	Contents	Assignments	
1	6	**Introduction** 1. Consumer behaviors in digital world 2. Digital marketing strategies		
2	9	**Marketing Analytics Tools** 1. Basic concepts for data-driven analyses 2. Tools and some of the applications 3. Hands-on practices	Individual Assignment 1	

3	15	**Special Topics and Cases Analyses** 1. Search engine optimization 2. Search advertising – paid search 3. Display advertising 4. Social media 5. Video marketing 6. Mobile marketing 7. CRM and digital direct marketing	Individual Assignment 2
4	6	**Latest Technologies** 1. Machine learning (LLM) 2. Generative AI tools	Individual Assignment 3 Group Project and Presentation

6. Textbook and References

Textbook:

- Kingsnorth, S. *Digital marketing strategy: an integrated approach to online marketing.* (2nd Edition, Kogan Page Publishers)

Supplementary materials:

- Larson, J., & Draper, S. *Internet marketing essentials: A comprehensive digital marketing textbook.* (1st Edition, Stukent, Incorporated)
- Stokes, R. *eMarketing: The essential guide to marketing in a digital world.* (5th Edition, Quirk Education Pty (Ltd).)