



DIGITS: CENTER FOR DIGITAL INNOVATION, TECHNOLOGY, AND STRATEGY

SMITH EXPERIENCE WITH DIGITS

BUSI 758D: GOOGLE ANALYTICS

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<p>Office Hours: By appointment</p>

Course Description

This course is a hands-on learning-by-doing course. This course will cover the basics of digital strategies and online analytics and students will work in teams to design, develop, and implement digital strategies for real-world clients. An integral part of the course is the Google Online Challenge. Students will work in teams of 4 or 5 in conjunction with a client to develop online sponsored search as well as social media strategies. The teams will also learn to use analytical tools to analyze the performance of their social media as well as sponsored search campaigns and provide guidelines to the client for future campaigns. This “real-time, real-business, real-money” challenge provides a valuable opportunity for students to gain a first-hand experience with analytics-driven strategy, and benefit from the immediate performance feedback. At the end of this course, students should not only have a good conceptual understanding of the nuances of digital strategies and competition, but also be proficient in developing, implementing, and executing digital strategies for firms.

In this learning experience, students will work with clients on the following aspects:

1. Gain a deep understanding of the client's business objectives and develop a digital strategy that matches the client's objectives
2. Translate the digital strategy into a tailored sponsored search campaign.
3. Utilize web analytics tools to collect, measure, and analyze real-time high-dimensional data to design and optimize customer acquisition/targeting strategies for the client.
4. Refine the client's online presence and explore the client's social media strategies to increase the campaign's impact.

Course Materials

Required Texts

1. Davis, J. L. 2016. *Google Analytics Demystified: A Hands-On Approach (Second Edition)* ISBN 9781514858240. Middletown, Delaware: Joel Davis
2. Weber, J. 2015. *Practical Google Analytics and Google Tag Manager for Developers*, ISBN 978-1-4842-0266-1. New York: apress

Students are also required to use the Web extensively to find relevant materials (relating to the client's industry as well as relating to sponsored search and social media strategies).

You should also be familiar with the readings posted on the Google Challenge Website

<http://www.google.com/onlinechallenge/>

Additional material will be posted on ELMS. The site will be regularly updated. Make sure your email address in Testudo and University directory is up-to-date. Announcements and other course materials will be distributed through the site.

Course Format and Grading

While this course is comprised of lectures, class discussions, and presentation/feedback sessions, this is primarily a project-based course. Students will work in teams to identify a real-world client to design, develop, implement, and execute sponsored search as well as social media strategies. The course is structured to provide maximum flexibility to work with real-world events as they arise. The course begins with instructions to provide basic theoretical and practical knowledge necessary to begin your project. We will then conduct weekly meetings with the instructor(s). A majority of learning will occur while working on the projects.

The primary component of the course is the design, development, execution, and measurement of an online sponsored search advertising campaign for the client. Performance of the teams (as well as individuals in each team) will be determined by their performance on each of these components.

Grading

• Adwords Certification	10 points
• Pre-campaign Strategy Report and Presentation	40 points
• Post-campaign Summary Report and Presentation	80 points
• Class/meetings participation	30 points
• Client Feedback	40 points
Total	200 points

In the “sponsored search part” of the project, students will participate in the Google Online Marketing Challenge (GOMC) in which they will receive \$250 USD to spend on online advertising for the company of their choice. The Google Challenge requires student teams to develop and manage real online marketing campaigns for their clients and compete against other student teams globally. Read up on the details of the challenge at <http://www.google.com/onlinechallenge/>, and in particular the competition guidelines <http://www.google.com/onlinechallenge/discover/index.html>

Teams: Each team should nominate a team leader (as required by the GOMC). While everyone in the team will be involved in all tasks relating to their campaign, the team should designate one person each to coordinate the following broad categories of tasks – **(i)** Coordination with the Client; **(ii)** Design, development, and implementation of the sponsored search campaign; **(iii)** Technology and systems; **(iv)** Performance measurement, Reporting, and Analytics.

Note: Effective technical implementation of Google Analytics as well as Google Adwords are fundamental to the success of the project. Every member of the team is required to actively contribute to the various aspects of the project. Your contribution (or lack thereof) to the different aspects of the project will significantly impact your individual grades.

Reports: Assessment of the reports will use criteria similar to what is described in the Student Guide. You would also need to submit an “Impact Statement” if your client is a non-profit organization.

Social Media Strategy: While the course will primarily focus on the sponsored search campaign for the client, the teams will also analyze the client’s existing social media strategy. Implementing a social media strategy is optional and will be done in consultation with the client, and the instructor(s).

Client Feedback: Being a real-world project for a client, one of the objectives of the teams should be to have a good understanding of the client’s needs, (technical) capabilities, and the

requirements of the campaign. Each client will evaluate the performance of the team and send their evaluations to the instructors.

Peer Evaluations: In order to ensure everyone's participation in these team projects, team members' contributions and performance will be evaluated by peers. The scores will be sent directly to the instructors.

Class Attendance and Participation: This course is largely structured as a learning-by-doing course. We will however, have class meetings at regular intervals for team presentations, and lectures. Attendance is mandatory for these classes. For the most part, students will work closely with their team members and participate actively in meetings with clients. Participation in project meetings and classes is included as part of the grade.

ACADEMIC INTEGRITY: The University's Code of Academic Integrity is designed to ensure that the principles of academic honesty and integrity are upheld. All students are expected to adhere to this Code. The Smith School does not tolerate academic dishonesty. All acts of academic dishonesty will be dealt with in accordance with the provisions of this code. Please visit the following website for more information on the University's Code of Academic Integrity: <http://www.studenthonorcouncil.umd.edu/code.html>

STUDENTS WITH DISABILITIES: Please inform the instructors of your needs at the beginning of the semester. The instructor will then consult with the department chair and the Disability Support Service in order to determine and implement appropriate academic accommodations.

TENTATIVE SCHEDULE

Session	Topics and Deliverables
1	Introduction and Overview
2	Sponsored Search Campaigns
3	Google Analytics (Hands-on session)
4	Google Analytics (Hands-on session)
5	Google Adwords (Hands-on session)
6	Google Adwords (Hands-on session) Adwords Fundamental Exam*
7	Pre-Campaign Strategy – Presentations Prelim Report Due Advanced Search Exam*
8	Google Challenge Advanced Display Exam*
9	Google Challenge
10	Google Challenge
11	Google Challenge Mid- Campaign Update - Presentations
12	Google Challenge
13	Google Challenge
14	Post Campaign Summary Post-Campaign Strategy – Presentations Final Report
15	Performance Review

*As a part of this course you will be required to complete the three Adwords Exams and obtain the Google Adwords Certification. More details can be found here: [More about Adwords Certification](#)

Note: The primary objective of the course is to develop, implement, and optimize online customer acquisition/targeting strategies for the client, based on analyzing real-time high-dimensional data collected through Google Analytics. While the Google Analytics and Google Adwords platforms are designed for use by non-technical managers and analysts, we will learn how to set-up and use these platforms in this course. Participants in this course would be required to have a basic knowledge of programming and some level of comfort handling the nuts and bolts of web technologies. Students would benefit from registering for this course as a team of 4 or 5 making sure that at least 3 of the team members have some technical background.

You should enroll in this course if you

- 1. Have a strong interest in analytics.**
- 2. Are willing to get their hands dirty with technology, data, and analytics.**
- 3. Are motivated to handle dynamic and unstructured real-world challenges.**

Please contact Prof. Siva Viswanathan (sviswana@rhsmith.umd.edu) if you need any additional information before registering for this course.