



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Post Graduation Diploma in Digital Marketing
Semester: 2
Subject Name: Web Analytics
Subject Code: 2527602

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks	
L	T	P		C	Theory		Practical		
					ESE (E)	PA(M)	ESE (V)		PA (I)
3	0	0	3	50	0	0	50	100	

Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	Introduction to web analytics <ul style="list-style-type: none">Basics of Web analyticsFrom Web 1.0 to Web 2.0: the changing Nature of webTraditional V/S Contemporary Web AnalyticsWhat Web Analytics Should Be	08	14
2	Google Analytics <ul style="list-style-type: none">Getting Started With Google AnalyticsHow Google Analytics works?Interpreting the data in Google Analytics	08	14
3	Preparing to Measure Success <ul style="list-style-type: none">Measurement & its importanceBusiness intelligence definedThe value of web analytics dataWhat's different about website measurement?Where google analytics fitsWhy google analytics is not customer analyticsWhat you can achieve	10	16
4	Case Study / Assignment / Presentation /Quiz / Group Discussion / Viva	04	06
	Total Hours/Marks:	30	50

Suggested Student Activities:

Presentation techniques: <ul style="list-style-type: none">Case StudyAssignmentPresentationQuizGroup DiscussionViva



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Suggested Learning Resources:

Sr. No.	Title of Book	Author	Publication with place, year and ISBN
1	Digital Marketing	Vandana Ahuja	Oxford University Press
2	Digital Marketing	Seema Gupta	Mc-Graw Hill

