



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduation Diploma in Digital Marketing

Level: PG Diploma

Course / Subject Code: DM02076031

Course / Subject Name : Web Analytics

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Elective Course (EC)

Prerequisite:	NA
Rationale:	The rationale for Content & Email Marketing lies in their pivotal roles as powerful tools for cultivating relationships with customers, nurturing leads, and driving conversions. Content Marketing focuses on creating valuable, relevant, and engaging content to attract and retain a target audience, positioning brands as authoritative sources within their industries. Email Marketing, on the other hand, facilitates direct communication with prospects and customers, delivering personalized messages and offers tailored to their interests and preferences. By integrating Content & Email Marketing strategies, businesses can deliver timely, compelling content directly to their audience's inbox, fostering engagement, brand loyalty, and ultimately, driving revenue growth. These interconnected disciplines empower marketers to deliver targeted, impactful messaging across multiple touch points, effectively nurturing leads through the sales funnel and maximizing customer lifetime value.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
CO1	To understand of fundamental aspects of E-mail Marketing
CO2	To apply Increasing audience engagement through content marketing
CO3	To analyze an effective email marketing campaign

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
4	0	0	4	50	0	50	0	100



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Course Content:

Unit No.	Content	No. of Hours	% of 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	15	14
2.	Google Analytics <ul style="list-style-type: none">Getting Started With Google AnalyticsHow Google Analytics works?Interpreting the data in Google Analytics	10	12
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	15	18
4.	Application: Case Study / Assignment / Presentation / Quiz / Group Discussion / Viva	15	-
	Total Hours/Marks:	60	50

Suggested Specification Table with Marks (Theory):

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks						Total Marks
			(Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	
I	Module-1	12	00	08	08	00	00	00	16
II	Module-2	12	00	03	05	06	00	00	14
III	Module-3	16	00	04	07	05	04	00	20
	Total	40	00	15	20	11	04	00	50

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create



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Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

References/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

Suggested Activities for Students:

Presentation techniques:

- Case Study
- Assignment
- Presentation
- Quiz
- Group Discussion
- Viva

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