ANNOTATION OF THE ACADEMIC DISCIPLINE
«Web Analytics in Marketing Activity»

Developer	*Korchynska O. A., Doctor of Economics, Professor*
Department	*Marketing*
Specialty	*D5 "Marketing"*
Educational programme	*"Marketing"*
Level of education	*Second (Master's)*
Course category	*Optional*
Workload	*3 ECTS credits / 90 hours*
Year and semester	*2nd year, 1st semester*
Mode of study	*Full-time / Part-time*
Language of instruction	*English*
Form of final assessment	*Graded credit (differentiated test)*
Main forms of assessment	*Oral questioning in seminars, practical and analytical assignments, testing, module tests (MT1, MT2), individual assignment (analytical report) and its defence, graded credit*

Aim of the discipline

To develop students' system of up-to-date theoretical knowledge and practical skills in using web analytics to study user behaviour, evaluate the effectiveness of digital marketing channels, prepare analytical reports and make data-based marketing decisions.

Interdisciplinary links

Prerequisites: knowledge of higher mathematics, fundamentals of statistical analysis, spreadsheet skills and basic principles of marketing research acquired at the bachelor's level; links with the components "Marketing Analytics", "Brand Management", "Advertising Management" and "Mathematical Methods and Models in Marketing Research".

Postrequisites: the knowledge and skills are used in the pre-graduation internship, in the courses "Sustainable Marketing and Market Transformation" and "Media Advertising Business in the Context of Digitalization", and in preparing and defending the master's qualification thesis.

Expected learning outcomes

Upon completion of the course, students should be able to:

- explain the essence, principles and role of web analytics and the data-driven approach in modern marketing;
- define marketing goals and formulate the corresponding analytical questions, metrics and KPIs;
- set up and interpret basic Google Analytics 4 reports based on its event-driven data model;
- analyse traffic sources, UTM parameters, attribution and the effectiveness of organic, paid, social, email and other digital channels;
- analyse user behaviour, the customer journey, conversions and funnels, and identify points where users drop off;
- apply audience segmentation and conduct cohort analysis;
- run A/B tests, interpret their results and substantiate optimisation decisions (CRO);
- create analytical reports and dashboards (Looker Studio), assess ROI/ROAS, and critically evaluate data quality and the limitations of analytics;

– turn web analytics results into well-grounded marketing recommendations and present them.

Course summary

The course develops a systematic understanding of the principles, methods and technologies of digital analytics, user behaviour measurement and the evaluation of marketing channel effectiveness. The content is organised into two content modules.

Content Module 1. Fundamentals and Tools of Web Analytics in Marketing

The essence and role of web analytics, data-driven marketing, metrics and KPIs, data quality and ethical issues; web analytics systems and Google Analytics 4 (event-driven data model); measuring user behaviour and the customer journey; analysis of traffic sources and marketing channel effectiveness (UTM, basics of attribution); conversion analytics, funnels, ROI and ROAS, a system of marketing KPIs.

Content Module 2. Applied Marketing Analytics and Data-Driven Decisions

Segmentation, cohort analysis and audience research; experiments, A/B testing and digital channel optimisation; data visualisation and marketing dashboards (Looker Studio); integration of web analytics with advertising platforms and CRM (Google Ads, end-to-end analytics, BigQuery); data-driven marketing, artificial intelligence, predictive and prescriptive analytics, privacy and data protection.

Teaching methods and technologies

Problem-based lectures, case study method, hands-on work in Google Analytics 4 and Looker Studio, situational modelling, team and project work, discussion seminars, presentation of results, preparation of an analytical report.