**IS-480, COURSE NAME: Web Marketing & Analytics**

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| Resource Person: | Dr. Hammad Mushtaq |
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| Contact Hours: | 3 |
| Office Address: | Cohort office Main Building |
| Program: | BBIS |
| Section: | A, B |
| Semester: | Fall 2022 |
| Course Pre-requisites: | MIS |
| Credit Hours: | 3 |
| Course Type: | Undergraduate |
| Venue/Day/Time: |  |
| Course URL (if any): | LMS |

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| **Course Description:** |
| The Web Marketing concepts such as modern digital marketing tools and strategy. the conceptual understanding of how companies can attain benefit from web marketing. The course covers “Customer Value Journey” based digital marketing strategy and exploring different digital avenues to get hands on experience through applying these theories on real world cases. The students will get orientation about digital content marketing tools including blogs, email marketing tool and SN platforms. Later part of the course focus on bringing measurability of each digital marketing campaign through use of KPI and metrics to create impactful digital marketing campaigns. |

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| **Course Teaching Methodology:** |
| You should expect in class activities to apply the theories through hands on application in tools such as Mailchimp, Google Analytics and many other. |

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| **Program Educational Objectives (POs):** | |
| PO-1 | Critical Thinking and Decision Making |
| PO-2 | Effective Communication Skills |
| PO-3 | Ethics and Sustainability |
| PO-4 | Core Business Knowledge and Competence |
| PO-5 | Effective Teamwork and Leadership Skills |
| PO-6 | Industry Focus |
| PO-7 | Global Perspective (Internationalization) |

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| **Program Learning Outcomes (PLOs):**  **After completing this degree program, students shall be able to:** | | |
|  | | **Mapping the PLOs with POs** |
| PLO-1 | Graduates must be able to use analytical and reflective thinking techniques to identify and analyze problems, develop viable alternatives, make effective decisions and apply appropriate quantitative and qualitative techniques in solving business problems. | PO1, PO4 |
| PLO-2 | Graduates must be able to draft effective business documents and prepare and deliver effective oral business presentations using a variety of appropriate technologies. | PO2 |
| PLO-3 | Graduates must be able to identify and analyze ethical conflicts and sustainability issues involving different stakeholders in order to develop viable alternatives and make effective decisions relating to business ethics and sustainability. | PO3, PO1 |
| PLO-4 | Graduates must be able to demonstrate competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum. | PO4 |
| PLO-5 | Graduates must be able to work effectively in teams and understand group processes, leadership, conflict, power and culture in organizations. | PO5 |
| PLO-6 | Graduates must be able to understand the dynamics of local industry and understand business as an integrated system and apply strategic planning tools to coordinate among the functional areas. | PO6 |
| PLO-7 | Graduates must be able to identify and analyze relevant global factors that influence decision-making and develop viable alternatives and make effective decisions in an international business setting. | PO7, PO1 |

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| **Course Objectives (COs)** | |
| CO-1 | To provide relevant knowledge about web marketing and analytics |
| CO-2 | To increase the students understanding of the tools, techniques, procedures and strategies that are necessary for achieved organizational digital marketing objectives . |
| CO-3 | To illustrate role of web marketer and analytics expertise. |
| CO-4 | To improve the participant’s awareness. |
| CO-5 | To familiarize students with the relevance and application of key theories and processes |

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| **Course Learning Outcomes (CLOs):**  **After completing this course, students shall be able to:** | | |
|  | | **Mapping the CLOs with PLOs** |
| CLO-1 | Students shall be able to develop understanding about web marketing strategy through use of KPI approach. | PLO2 |
| CLO-2 | Students shall be able to apply the key concepts, tools, and techniques to solve web marketing challenges. | PLO1 |
| CLO-3 | Students shall be able to meet the requirements of corporate world for managers who are equipped with business knowledge, understanding of contemporary web marketing and analytics tools . | PLO6, PLO4 |
| CLO-4 | Students shall be able to develop an understanding and appreciation of the global trends in Web Marketing and Analytics. | PLO7 |
| CLO-5 | Student shall be able to plan and execute a web marketing strategy | PLO6 |

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| **Assurance of Learning and Assessment Items:**  *Specify Assessment Items that will assure student learning through application and achieve objectives of specific PLOs / COs / CLOs* | |
| **Assessment Item** | **Application/ Objectives**  **PLO / CO / CLO** |
| Assignments | PLO4, PLO6, PLO7 / CO5 / CLO-2, CLO-8 (Each assignment would require application of concepts about PLO/CO/CLO in the aforementioned sequence) |
| Quizzes/Lab Work | PLO1, PLO2 / CO1, CO3, CO4 / CLO-1 (Each quiz/written test would require participants use of conceptualization and analysis in the aforementioned sequence) |
| Class participation | PLO1,PLO2 / CO1 / CLO-1, CLO2, CLO3 (Class participation would require the use of reflection from participants about various discussed concepts) |
| Project and Presentation | PLO2, PLO6 / CO4, CO5, CO8 / CLO-1, CLO-2, CLO-3, CLO5, CLO8 (Use of work in groups on project and presentation would require understanding and implementations of Web Marketing concepts in corporate world) |
| Mid-term/Final term | PLO1, PLO2, PLO4, PLO6 / CO1, CO5 / CLO-1, CLO2, CLO4, CL6 (Use of mid-term/final-term exam would require use and development of participants’ identification, comparison, comprehension, and evaluation related capabilities) |

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| **Assessment Structure and Grading Policy\*:** | | |
| **Assessment Item** | **Weight (%)** | **Execution Plan** |
| Lab work / Quizzes | 15 | After every two-three week |
| Assignments | 10 | After every 3 sessions |
| Class Participation | 5 | Monitoring through teacher assistant, sharing of marks with students regarding CP towards the end of every week |
| Mid-term exam | 20 | One-time assessment and to be conducted after 8 sessions |
| Project Report | 20 | Criteria attached\* |
| Final exam | 30 | One-time assessment to be conducted after 15 sessions |
| **Total** | **100** |  |
| **Notes – Norms and Important Class Policies:**  *(such as submission guidelines, academic honesty, make-up policy, code of conduct)*   * Be on Time: You need to be at class at the assigned time. After 15 minutes past the assigned time, you will be marked absent. * Assignment must be submitted via LMS within the announced deadline. Failure to submit before the deadline will be subjected to **DEDUCTION** in marks according to the following criteria. 1st day 10%, 2nd day 20%, 3rd day 30%, 4th day 100% * All Assessments are subjected to the UMT policy as stated in the student handbook. In case an assessment is missed by the student, only those students will be entertained who met the following criteria: Sad demise of close relative, the student is hospitalized (due to an acute medical issue), and student going for *aqama* (visa) renewal. * Mobile Policy: **TURN OFF YOUR MOBILE PHONE!** It is unprofessional to be texting or otherwise. In case you caught using mobile phone in the class penalty will be imposed * Email/Portal Announcement Policy: **READ YOUR EMAILS!** You are responsible if you miss a deadline because you did not read your email or portal announcement. Participants should regularly check their university emails accounts/portal announcement regularly and respond accordingly * Class Attendance Policy: A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade ‘SA’ (Short Attendance) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance. * Moodle: UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umt.edu.pk/moodle>. For further query send your queries to [moodle@umt.edu.pk](mailto:moodle@umt.edu.pk) * Harassment Policy: Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc. * Use of Unfair Means/Honesty Policy: Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action. * Plagiarism Policy: All students are required to attach a “Turnitin” report on assignment (where applicable). Any student who attempts to bypass “TurnItin” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat Turnitin, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook. * Withdraw Policy: Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student.A Student withdrawing after the 12th week shall be automatically awarded “F” grade which shall count in the GPA. * Communication of Results: The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course. | | |

*\*Rubrics for all assessments (including mid and final exams) will be provided separately to the students.*

**Rubrics of all assessments are to be provided to students through LMS**

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| **Weekly Sessions Plan:** | | | |
| **Week** | **Topics / Contents** | **Activity** | **Application/Objectives**  **PLO / CO / CLO** |
| 1 | Course overview:  The Web Marketing concepts  Modern Marketing tools and Dis-intermediation, 4Ps in Web Marketing  Conceptual understanding of how companies can attain benefit from web marketing, | Ice breaking, Discussion  Video Clip about https://www.youtube.com/watch?v=bixR-KIJKYM  Lecture | PLO4 / CO1 / CLO1  (Giving basic understanding of web marketing) |
| 2 | Owned Media Key elements of effective web site design; The Web and marketing mix; CRAP Model, Orientation with Web Marketing Strategy Template. | Lecture  Websites design discussion from local website | Understand how web marketing differs from conventional marketing. What are the characteristics that makes a good website design |
| 3 | Digital Content Writing, Ingredients of good digital content. Usability of the web tools to access information | Lecture | PLO3, PLO6 / CO4 / CLO3  Get orientation with techniques that are used to develop/improve digital marketing promo |
| 4 | A strategic approach to Web Marketing  Web marketing strategy:  Web Content Development, Design issues, strategic approach in devising Digital marketing campaigns | Case Discussion  Lecture  Web Marketing Strategy Case of [www.Pakistanfarm.com](http://www.Pakistanfarm.com) | PLO1,PLO2/CO2,CO3/  CLO-1,CLO-2  Understand the need for taking a strategic web marketing approach. The standards for business model for web marketing |
| 5 | Web site promotions using Email, Email Campaign Strategy, The importance of Email promotion techniques  In e-advertising. Techniques/KPIs Measuring Email advertising effectiveness.  Using Email Service Providers and other platforms in creative execution of campaign. | Lecture  Demonstration Mail Chimp | PLO1, PLO7/ CO2,CO3/ CLO1,CLO2  Understand the importance and practices of Email advertisement in web marketing promotion techniques. Mechanisms to follow the effectiveness level of Email e-advertising |
| 6 | E-Banner Advertising, CTA in E-Banners, Types of Ad Campaigns, Ad-Networks, Ad Servers, Publisher Advertiser perspectives in continuing online banner advertisement | Demonstration rich media e-advertisement examples,  Ad campaign activity for [www.Pakistanfarm.com](http://www.Pakistanfarm.com) | PLO4,PLO5,PLO6/CO4/CLO-3  Understand effectiveness of Banner Ad marketing and comprehension of technologies for implementation of such initiative |
| 7 | Affiliate marketing, Payment Models in Affiliate marketing, Affiliate Marketing Networks. |  | PLO5/CO4/ CLO5  Affiliate marketing concepts |
| 8 | Revision | Mid Term |  |
| 9 | Marketing channels and role of Search engine Marketing in the digital market structure  Implications of the Organic and paid search engine marketing, | Class Discussion  Lecture  SEO Tools  SEM Rush | PLO2/CO/CLO1  SEM importance for web marketer. Implication of choosing between Organic and PPC based search engine Marketing |
| 10 | SEO concepts, Using Keyword Analyzer, Page Ranking improvement techniques, On Page and Off Page Factors influencing | SEO Tools Demonstration  Activity: Keyword analysis for https://zouqechaam.com/ | PLO5/CO4,CO5/CLO-2,CLO-5  Skill to perform analysis of website development aligned with the web marketing strategy, Understand and experience HTML & Scripting concepts |
| 11 | Web Analytics; Using log files & Metrics; Measuring Web marketing effectiveness; | Lecture  Google Analytics Demonstration | PLO5/CO4,CO5/CLO-2,CLO-5  Understanding the web analytics concepts, Using Metrics tools. |
| 12 | Measuring web marketing effectiveness; Measuring the flow effect; Roles in web site maintenance | Lecture | PLO3/ CO5/CLO-3,  CLO-5  Defining the Web Metrics for project |
| 13 | Social Media Analytics  Contemporary issues in digital marketing Mobile network and app-based marketing MSO, Ad Mob | Class Discussion Issues in E-Advertising, Transaction costs, Implementing transactions over the web | PLO5/ CO5/CLO-3,  CLO-5  Understand the importance of Big Data and user generated contents required from web marketing research. |
| 14 | Projects and Presentations | Presentations | Project Presentations will be judged based on content, delivery, confidence and response to Q & A |
| 15 | Projects and Presentations  Course Review | Presentations | Project Presentations will be judged based on content, delivery, confidence and response to Q & A |
| 16 | Course Review / Final Term Examination |  | Aligned with previously mentioned PLOs, COs and CLOs. |

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| **Primary Text Book (s): (**Find link on LMS) |
| * The Ultimate Guide to Digital Marketing by Digital Marketer * Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World by Chuck Hemann & Ken Burbary * Search Engine Optimization and Marketing A recipe for success in Digital Marketing by Subhankar Das |

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| **Reference / Supplementary Reading (s):** |
| * Data Analytics in Marketing, Entrepreneurship, and Innovation by Jay Liebowitz |

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| **Useful Online / Web Resources:** |
| Digital Marketing Insights - <https://www.insiderintelligence.com/>  Digital Marketing Hub <https://www.hubspot.com/>  Email Marketing <https://www.klaviyo.com/>  E-commerce section has good articles. [www.mckinseyquarterly.com](http://www.mckinseyquarterly.com)  Activities based on local ecommerce website:   * Crafted Generously for style: <https://zouqechaam.com/> * Organic Crops and Fat farming: <https://pakistanfarm.com/> |

**Good Luck!**