

Prepared by Dr. Karim Ahmed

MKT361
Digital Analytics



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Orientation Lecture

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I hold a Ph.D. and an M.Sc. in Digital Marketing and currently lecture in Marketing and Digital Marketing at undergraduate programs in Egypt and Saudi Arabia. In parallel, I have provided management and marketing consultancy to leading firms across both countries. My research centers on digital platforms and marketing innovation, with a particular focus on how emerging technologies reshape customer engagement and business models.

Course Description

Digital Analytics (MKT631) explores how data informs decision making in modern marketing environments. Through this course, students will learn to gather, measure, and interpret a variety of online metrics using established analytics platforms and complementary AI techniques. We will cover web, social, and mobile data sources; examine key tools; and discuss best practices for reporting insights so that organizational leaders appreciate both the strategic and technological dimensions of analytics.

Course Description

AI will be presented as an advanced option to enhance predictive modeling and automation alongside traditional methods. By the end of the semester, participants will be prepared to apply data driven approaches—including AI assisted analyses—toward measurable marketing objectives.

Learning Outcomes

Upon successful completion of MKT631, students will be able to:

1. Describe the historical development of digital analytics and its relationship with the evolution of the Internet.
2. Explain key AI algorithms and machine learning techniques used to enhance predictive accuracy and automate data analysis.
3. Evaluate search engine mechanics and apply SEO/SEM analytics to optimize website visibility and traffic.

Learning Outcomes

4. Compare major industry platforms and vendors, understanding their strengths, limitations, and appropriate use cases in digital analytics.
5. Assess consumer–brand relationship metrics, including awareness, sentiment, and engagement, to inform marketing strategy.
6. Implement robust measurement strategies, configuring tracking tags, events, and variables to ensure high quality data collection.

Learning Outcomes

7. Utilize analytics and data visualization tools, creating interactive dashboards and reports that convey insights clearly.
8. Apply analytical frameworks to define KPIs, segment audiences, and detect meaningful patterns in raw digital data.
9. Conduct advanced analyses, such as attribution modeling and funnel optimization, to measure multi channel marketing impact.
10. Synthesize and communicate actionable insights, crafting data driven narratives and executive level recommendations that drive continuous improvement.

Course Topics

1. The Evolution of Digital Analytics and the Internet

An historical overview of how web technologies and data collection methods have developed, from server logs to modern real time tracking.

2. Advanced AI and Algorithms

Examination of machine learning algorithms, predictive models, and AI techniques that enhance pattern detection, forecasting, and automation in analytics.

Course Topics

3. Search Engines and the Internet

Insights into how search engines index and rank content, and how marketers measure SEO and SEM performance to optimize visibility and traffic.

4. Digital Analytics Industry Players

Survey of leading platforms, vendors, and service providers—such as Google Analytics, Adobe Analytics, and emerging niche tools—and their roles in the analytics ecosystem.

Course Topics

5. Consumer/Brand Relationships

Exploration of metrics that capture brand awareness, sentiment, and engagement, and how analytics informs the cultivation and measurement of consumer loyalty.

6. Digital Measurement

Techniques for implementing tracking tags, configuring event based data collection, and validating data quality to ensure accuracy and integrity.

Course Topics

5. Consumer/Brand Relationships

Exploration of metrics that capture brand awareness, sentiment, and engagement, and how analytics informs the cultivation and measurement of consumer loyalty.

6. Digital Measurement

Techniques for implementing tracking tags, configuring event based data collection, and validating data quality to ensure accuracy and integrity.

Course Topics

7. Analytics and Data Visualization Tools

Hands on review of dashboarding solutions (e.g., Tableau, Power BI), reporting frameworks, and best practices for presenting complex data in clear, actionable formats.

8. The Art of Analytics, Part 1

Introduction to analytical thinking and introduction to analytical planning.

Course Topics

9. The Art of Analytics, Part 2

Exploring the marketing objectives and building an analysis plan around the objectives.

10. The Art of Analytics, Part 3

Data collection, analyzing for insights, countering bias in analysis, and storytelling with data.

Student Assessment

- **Weekly Exam**
- **Final Exam**

The Emergence of Digital Analytics

- Global Market Size

The **global digital marketing analytics** market was valued at approximately USD 6.8 billion in 2023, and it is projected to grow to about USD 31.3 billion by 2032 as companies increasingly rely on data to understand consumer behavior and optimize their marketing strategies.

<https://www.zionmarketresearch.com/report/digital-marketing-analytics-market-size>

The Emergence of Digital Analytics

- Careers

The U.S. Bureau of Labor Statistics projects an 8% increase in employment for Market Research Analysts between 2023 and 2033, with roughly 88,500 openings each year to replace retiring workers or those moving into other occupations.

Data Analyst roles are among the most in-demand positions in the digital sector, as organizations seek professionals capable of deriving insights from large datasets to support decision-making.

www.bls.gov/ooh/business-and-financial/market-research-analysts.htm

The Emergence of Digital Analytics

- Future Outlook and In-Demand Skills

Demand for Data Analysts is expected to grow by 35% from 2022 to 2032—much faster than the average for all occupations.

Key skills sought by employers include proficiency in SQL, Python, and Excel; experience with cloud platforms such as AWS or Google Cloud; and expertise in visualization tools like Tableau and Power BI.

<https://jessup.edu/blog/engineering-technology/data-analyst-career-outlook/>



Thank You