



مجموعة جامعة
الجميع الذكية
للتعليم القابضة

MIDOCEAN
UNIVERSITY
BY EVERYONE'S SMART UNIVERSITY

Digital Analytics MKT631

Orientation Lecture

Prepared by
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Dr. Karim Ahmed

- Holder of a Ph.D. and Master's degree in Digital Marketing.
- I teach courses related to Marketing and Digital Marketing to undergraduate students in Egypt and Saudi Arabia.
- I have worked in the field of providing management and marketing consulting for companies in Egypt and Saudi Arabia.
- My research interests are centered around digital platform and innovation in the field of marketing.



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Course Description

This course examines the strategic use of analytics for digital marketing. The course focuses on measuring and analyzing online analytics and how analytic insights and intelligence can be reported and used to inform marketing strategies. Different types of online data are explored, with emphasis on learning relevant tools and platforms. This course also explores different ways analytics can be communicated, so management can understand digital analytics' strategic and organizational impact. This course empowers marketing professionals and digital enthusiasts with the knowledge and skills needed to harness the power of data for marketing success.

Course Objectives

Upon successful completion of this course, participants will be able to:

1. Trace the Evolution of Digital Analytics: Understand the historical development of digital analytics and its significance in the context of the internet.
2. Analyze the Role of Search Engines: Examine the impact of search engines on internet marketing and the strategies for optimizing search engine visibility.
3. Explore the History of Social Media: Investigate the history and evolution of social media platforms and their influence on marketing.
4. Identify Digital Analytics Industry Players: Recognize key players and tools in the digital analytics industry and their roles in data collection and analysis.

Course Objectives

5. Master Basic and advanced Web Analytics: Gain proficiency in basic web analytics techniques, including data collection, interpretation, and reporting.
6. Work with Third-Party Data: Understand and effectively utilize third-party data sources for more comprehensive analysis.
7. Introduce Social Media Analytics: Learn the fundamentals of social media analytics, including metrics and tools.
8. Conduct Network Analysis: Understand social network mapping and network analysis to identify influential users and communities.

Course Objectives

9. Master Mobile Analytics: Gain proficiency in mobile analytics to optimize marketing for mobile devices.
10. Align Analytics with Business Strategy: Apply digital analytics insights to align marketing strategies with overall business goals.

Learning Outcomes

By the end of this course, participants will have achieved the following learning outcomes:

1. Ability to understand digital analytics within the evolution of the internet.
2. Competency in using search engine optimization (SEO) strategies for internet marketing.
3. In-depth knowledge of the history and impact of social media on marketing.
4. Recognition of key players and tools in the digital analytics industry.
5. Proficiency in basic and advanced web analytics techniques.

Learning Outcomes

6. Capability to work with third-party data sources for comprehensive analysis.
7. Proficiency in analyzing social media actions and hyperlinks.
8. Ability to conduct network analysis and map social networks.
9. Expertise in mobile analytics for optimizing mobile marketing.
10. Strategic alignment of digital analytics with business objectives.

Student Assessment

➤ **Weekly Exam**

➤ **Final Exam**

Discussion Sessions

The Emergence of Digital Analytics

The ubiquity of data analytics today isn't just a product of the past half century's transformative and revolutionary changes in commerce and technology. Humanity has been developing, analyzing, and using data for millennia. Understanding where digital marketing analytics is now and where it will be in five, 10, or 50 years requires a holistic and historical view of our relationship and interaction with data.

The Emergence of Digital Analytics

Our focus on **digital marketing** is a product of the changing marketing landscape. As **technology** progresses, consumers interact with people on a larger scale through websites and mobile applications. Through these connections, a business can harvest vast amounts of data to provide information on important matters, such as target consumers and business operations. Most data being created is observed online, within social media and Web services.

The Emergence of Digital Analytics

Examples of this shift are present in online banking, news and commentary, lifestyle and fashion, travel and lodging sites, education, online dating services, and so on. As time progresses, the infrastructure supporting the Internet evolved to become more powerful and sophisticated as companies invest in more digital resources and increase their online business.

Why Do We Study Digital Analysis?

Studying digital analytics for students offers numerous advantages that can positively impact their academic and professional development:

1. **Career Opportunities:** Proficiency in digital analytics opens up a wide range of career opportunities in fields such as digital marketing, data analysis, business intelligence, market research, and more. Students with these skills are highly sought after in the job market.
2. **Skill Development:** Learning digital analytics equips students with valuable technical and analytical skills, including data analysis, data visualization, and the use of analytics tools and software.

Why Do We Study Digital Analysis?

3. **Real-World Application:** Digital analytics is highly practical and applicable to real-world scenarios. Students can apply what they learn to analyze data from actual marketing campaigns, making their coursework relevant and hands-on.

4. **Data-Driven Decision Making:** Students gain the ability to make informed decisions based on data, which is a critical skill in today's data-driven world. This skill is valuable not only in academia but also in their personal and professional lives.

Why Do We Study Digital Analysis?

5. **Competitive Edge:** Having digital analytics skills gives students a competitive edge over their peers. They can leverage data to improve their academic performance and stand out in the job market.

6. **Problem Solving:** Digital analytics requires students to solve complex problems related to data analysis and interpretation. These problem-solving skills are transferable to various areas of life and work.

Why Do We Study Digital Analysis?

7. **Increased Employability:** Graduates with digital analytics skills are in high demand across industries. Employers value individuals who can extract insights from data and use them to drive business decisions.

8. **Entrepreneurship:** Students interested in entrepreneurship can use digital analytics to assess market trends, customer preferences, and competitive landscapes, helping them make informed decisions when launching or growing their businesses.

Why Do We Study Digital Analysis?

9. **Enhanced Research Abilities:** For students pursuing advanced degrees, digital analytics skills can enhance their research capabilities, allowing them to collect and analyze data effectively for their theses or dissertations.

10. **Self-Improvement:** The analytical mindset developed through studying digital analytics can extend to personal growth. Students can use these skills to track and improve various aspects of their lives, from health and finances to personal goals.

Why Do We Study Digital Analysis?

11. **Global Perspective:** Digital analytics can be applied to data from various sources, providing students with insights into global trends and patterns, broadening their understanding of international markets and cultures.

12. **Continuous Learning:** The field of digital analytics is continually evolving, offering students the opportunity for lifelong learning. Staying up-to-date with new tools and techniques can lead to ongoing personal and professional growth.

Why Do We Study Digital Analysis?

In summary, studying digital analytics provides students with a valuable skill set that extends beyond the classroom, enhancing their employability, problem-solving abilities, and decision-making skills while offering a foundation for future success in various fields.



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Thank You

