COURSE INFORMATION

Course Number: WEBT 7085

Course Title: Business Intelligence Using Google Analytics

Course Description: Hands-on experience using Google Analytics, (GA) the most widely used website statistics service.

Suggested Course Prerequisite(s): Search Engine Optimization for Small Business – Basic.

Course Resources: Textbook: (Optional)
Introduction to Google Analytics: A Guide for Absolute Beginners
ISBN: 978-1484228289

Student Learning Outcomes:
Demonstrate usage of website metadata to make informed business decisions

Certification Notes: N/A

Next course recommendation: Internet Marketing Using Google AdWords

Lesson Plan – by week or session:

Session 1: What's New in Google Analytics?
        HTML Overview
  GA Hierarchy and Setting up your Analytics Account
Session 2: The Dashboard Settings

        Account Dashboard Basics
        Basic Metrics and Concepts
Session 3: Audience Reports – cover Visitor information
        Acquisition Reports – cover Traffic information
        Integration with Adwords and Webmaster Tools
Session 4: Behavior Reports – cover information on Content
        Conversions and Goals in GA
        Funneling Visitors to Their Destination
Session 5: Advanced Segmentation of data
        Administration in Google Analytics
Session 6: Custom Reporting in GA
         Adwords and WMT – extra topics

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance.
Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.
Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.
Students must complete all courses (core and no. of elective courses needed) to complete a

certificate series within two years from start date of the first course taken.

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act:
Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.