Course Syllabus

MIS 7710– Web Analytics for Business
Fall Semester, 2020
3.0 Credit Hours

IMPORTANT – PLEASE READ: COVID-19 Notice

Instructor Information:
Name: Avanti Pandit, MBA, MSIS, PMP
Email: apandit1@memphis.edu (preferred)
Phone: 508.423.6392 (personal cell)
Office Location: online for this semester
Office hours: Friday 11-1pm and by appointment
https://memphis.zoom.us/j/5695591725
[Please note that this link is different from your class link]

Course Information:
Meeting location: REMOTE
Semester: Aug 17 to Nov 24 2020
Credit Hours: 3.0

FIRST TWO CLASSES MANDATORY ON ZOOM on August 19, 2020 and August 26, 2020 Wednesday @7:10pm

Join Zoom Meeting
https://memphis.zoom.us/j/93914711291?pwd=VU1ZT2FVT0FVaEVSVHJjeUpuWWJ4Zz09

Meeting ID: 939 1471 1291
Passcode: 469111
One tap mobile
+13126266799,,93914711291#,,,,0#,,469111# US (Chicago)
+19292056099,,93914711291#,,,,0#,,469111# US (New York)

Course Overview: [REQUIRED]
This is a fast-paced introductory business course in which you will learn the basics of generating traffic for business web sites through Search Engine optimization (SEO) and Search Engine Marketing (SEM) techniques and reviewing your results through various web analytics reports.
Pre-Requisites/Co-Requisites:
There are currently no course pre-requisites to enrolling in this course. However, this is a technical course and will require that the student should have a good grasp of basic computer and writing skills. It is helpful if you know beginner WordPress web design but we will cover it in the classroom as well.

Required Texts (and Related Materials):
- Selected readings and links from web as outlined in Syllabus

Additional REQUIRED fees for the course team project (Note: This is payable by students)
Each team will comprise of 3-4 students or as determined by instructor. Teams will be pre-assigned. All teams will create a brand new website for the class project and subsequently also create a Google Ads campaign to generate traffic. Both these activities have some cost associated with them which are NOT included in tuition.

- Maximum of $15.00 shared by team for registration + hosting of domain name of new website when purchased via Professor. [Costs may be more if student purchases on their own].
  - The Professor has an account with the company DreamHost which is a web-hosting company and is able to provide you with discounted hosting if the domain name is purchased within this personal account. However, student will have to select a domain name and provide to the professor for purchasing. We will discuss more about this in class.
  - Price of a domain name can vary between $8.99-$15.00 depending on student selection and availability of name selected. Students should not select a premium domain name which can cost more. Discounted hosting under Professor’s account is only valid if domain name is purchased by Professor.
  - Cost of the domain name will be due directly to Professor BEFORE purchase of selected domain name and can be paid by cash, paypal or venmo. More on this topic in class.
  - Domain names and hosting purchased by Professor are valid for one year from date of purchase.
  - Students may opt to purchase their own domain name + hosting and can shop around for better prices on the internet as long as the hosting company they select provides for one-click WordPress installation. We will discuss this in class as well. This will make sense if student wants to create their own business that is intended for beyond the class project.
Maximum of $25 for paid ads campaign assignment shared by team. This cost is incurred directly in a Google Ads account created by student for the project and will be charged directly to student credit card as entered by student in the Google Ads account.

Recommended Texts (and Related Materials):

Spreadsheet templates downloaded from Your SEO Plan website.

Location of Course Materials:

All course materials located on the eCourseware website (opens in new window).

Course Objectives:

By successfully completing this course, participants will be able to:

• Understand and apply digital concepts to drive business strategy.
• Learn to build a website using WordPress and apply techniques such as search engine optimization and web traffic monitoring to align website with business objectives.
• Understand how to improve web ranking by applying research techniques using hands-on and relevant state of the art web technologies.
• Develop and build social media assets and mail campaigns to increase targeted traffic to website.
• Learn about paid campaigns and reputation management.
• Learn to monitor, measure and analyze traffic to website to facilitate improvements for better ROI.
• Grasp understanding of Google Analytics Reports and other various web reporting tools.
• Work effectively as a member of a team, including demonstrating collaboration and problem-solving skills.

Fogelman College: Learning Outcomes for Your Degree

This course is designed to help you to meet the overall learning objectives for understanding of business analytics offered by the Fogelman College.

Graduate level expectations

Graduate students must demonstrate a higher level of understanding, application and analysis of the course concepts. All assignment papers submitted must be of high quality and must include citations and references.
Course Methodology

- In-class interactive activities, discussions, reading assignments to practice the lecture material, hands-on project specific internet tools and techniques.
- Assigned exercises to practice the lecture material and further the project.
- Exams to test knowledge of the participants on the key concepts covered in the class.
- Hands-on Project to analyze a business problem and involve the detailed understanding of search engine optimization techniques and digital analytics concepts.

Professor’s Expectations of Students:

In general, you should assist the instructor and your fellow classmates in creating a positive, supportive environment for learning by staying engaged in the course. You will learn as much from the collective contributions of your classmates as you will from the instructor. As a group, we will create a positive and collaborative environment and share each other’s views, insights, and analysis of assigned scenarios and readings covered in the course.

I do not expect any student to use material (copy and paste) from previous student papers; nor do I expect them to use content from any website without proper citations and references.

Student’s Expectations of the Professor:

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

Grading and Evaluation Criteria [REQUIRED]

Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Final Course Grades [REQUIRED]

Final course grades in general are earned according to the following table though intermediate +, - grades may be assigned at discretion of instructor.

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>92-100 Points</td>
<td>A</td>
</tr>
<tr>
<td>82-91 Points</td>
<td>B</td>
</tr>
<tr>
<td>75-81 Points</td>
<td>C</td>
</tr>
<tr>
<td>65-74 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 65 Points</td>
<td>F</td>
</tr>
</tbody>
</table>
Your overall grade for the semester is based on how well you perform on a mixture of formal activities including class attendance, class participation, any posted discussions, quizzes and project assignments. It will also be impacted by peer evaluation and instructor assessment. A detailed description of each of the assessed activities can be found after the scoring summary table below. Final course grade will be significantly impacted based on your contribution and engagement during the various key assignments of the team project.

**Summary of Graded Activities**

Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation, discussions, attendance and overall contribution</td>
<td>10%</td>
</tr>
<tr>
<td>Midterm</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Project</strong></td>
<td></td>
</tr>
<tr>
<td>Assignment 1 (Ungraded but mandatory)</td>
<td>0%</td>
</tr>
<tr>
<td>Assignment 2,3,4,5 - (10% each)</td>
<td>40%</td>
</tr>
<tr>
<td>Final term project</td>
<td>20%</td>
</tr>
<tr>
<td>Final presentation</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

**Project:**

All students will be assigned teams. Assignments will be the building blocks towards a final report and a final project website. The entire project (individual project assignments, final term paper, presentation and final website) will be a team effort. Specific instructions on the project outlines and expectations will be provided in a separate document. Keep all Word doc submissions focused on analysis and succinct and crisp. You may use references, if any, from the library or online. There is no limit on the number of references used, however, make sure the sources are credible. Try and connect your paper to any learnings from readings assigned during course or covered in class.

You need to use in-text citations and a reference section (no footnotes or endnotes in this paper whatsoever; do not use the automated footnote or endnote function in Word). **Full citations of all works should be included in the References section** using APA style citations. Take care to properly attribute materials found in literature sources or on the Internet. Direct quotes from references should be kept to a minimum. Although your writing ability is not the primary focus of this course, your ability to communicate is essential to your future business success. Pay close attention to what you’re writing. It may be wise to have another person read your work...
before submitting it for grading. For your website specifically, make sure your web content is grammatically correct as this really does matter in the real world.

Assignments will be graded according to the following criteria:

- Exhibits convincing range and quality of knowledge, having done appropriate research
- Identifies, thoughtfully analyzes and evaluates major points of view
- Convincing conclusions are drawn and demonstrate an understanding of investigative results as well as how to apply them
- Writing style is understandable and well-organized in explaining research investigation results and supporting conclusions
- Application of tools and techniques taught in class which produces the results expected.

Care should be given to submit work on time as this will impact grading. Teams will submit the same assignment report and website and additionally will submit a team peer evaluation/participation form with every assignment. Project grades and class evaluations will be assigned based on peer evaluations and instructor evaluation. Team work contribution will impact individual grades significantly so be sure to fully engage with your team. In this course, out of class work and additional team meetings are necessary to get the work done. Be sure to identify early-on set times for getting together for collaboration and meet team expectations to complete scheduled work.

In rare cases, individuals with particularly difficult work schedules that don’t allow for team meetings outside of class are encouraged to do projects on their own. Number of one-person teams will be limited to maximum of 2 and will require PRIOR approval from instructor. In a single person team, total cost of additional materials for individual projects ($12.99+$25) will need to be borne by the individual student.

Presentation:

Team members work collaboratively to create PowerPoint presentations to be shown during the team’s presentations for the final project. Please plan on posting the team’s PowerPoint presentation by the day listed on the schedule section. Project presentation should be given in 10-15 minutes. Every presentation will be followed by 5-10 minutes of a question/answer session. Include your team number and members’ names in the file name of the PowerPoint. Each team member must participate in the oral presentation.

Team presentations will be graded according to the following criteria:

- Organization and flow
- Completeness
- Length of presentation falls within the specified time range
- Identification and thoughtful analysis of major points of view
• Convincing conclusions are drawn and an understanding of investigative results is demonstrated

Exams

The objective of the mid-term and the final exams is to test participants’ grasp on the key concepts covered in the class; understanding of the digital web strategy concepts, search engine optimization concepts, the assignments, readings, and handouts. Absence from any scheduled exam will result in an exam grade of zero unless arrangements have been made with the instructor prior to the exam date. There is NO makeup for exams.

Instructor and Peer Evaluations

Peer and instructor evaluations of participant participation will be conducted throughout the course. As part of the peer evaluation, each participant will rate the degree to which each member of the team fulfilled his/her responsibilities in completing the project and assignments. These ratings should reflect each individual’s level of participation, effort and sense of responsibility, not his or her academic ability.

Instructor evaluation of participants will be conducted according to the following criteria:

• Is well prepared in advance
• Actively contributes to discussions and asks questions
• Volunteers willingly and carries own share of the group’s responsibilities
• Adheres to the in-class computer/phone usage policy
• Actively participates in synthesizing and presenting the concepts covered in the class

Computer and Phone Usage during exams

All exams are open book. In no case should internet access and browser from desktop or mobile phones be used during mid-term and final exams.

Schedule of Activities

For a complete semester schedule of readings, activities, and due dates for assignments, please refer to course on ecourseware.

Course Policies

E-MAIL:

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any
inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is the student’s responsibility.

**Attendance:**

**Attendance is highly recommended at all ZOOM sessions and first two sessions are mandatory.**

Please keep up with the pace of the course powerpoints, videos and deadlines week-by-week as guided by the course schedule, and ecourseware. When you fall behind, your grades will suffer because you will miss opportunities to ask questions during the virtual class sessions, and any important information imparted for the week’s learning, as well as any classroom interaction/discussion. Participants who miss classes will be held responsible for all in-class course content. Participants have the responsibility to take all scheduled exams and turn in all assignments by the announced date and time. The instructor reserves the right to deduct up to 50% for late assignments.

An absence from an assignment or quiz coursework shall be considered “excused” if it occurs because of any of the following situations (valid documentation must be submitted for proof) and the instructor was contacted prior to the due date:

- Hospitalization of the participant or an immediate family member due to illness or accident.
- Death in the participant’s immediate family (ex., spouse, parents, guardians, siblings, children).
- Summons of the participant to appear for Jury Duty or before a court.
- Any other excuse that has been approved by the course coordinator.

The absentee shall submit documents supporting the above claims (hospital admission form, death certificate, or court subpoena, etc.) to the course coordinator. Upon satisfactory verification, the participant shall be allowed to take a make-up assignment or paper/essay in lieu of missed classroom interaction/discussion.

For participants receiving federal participant loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to participant loans in the future.

**Adding / Dropping:**

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

**Academic Integrity: [REQUIRED]**

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website (opens in new window).
If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).

**Participation:**

To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course home page), and actively participate in threaded discussion events (both formal and informal). You should plan on logging into the course at least three times each week.

It is important to actively participate in the discussion board as well. Online discussions help clarify the readings and lectures and provide additional insights. The quality, not quantity, of the discussion depends heavily on you and your preparation of the assigned problems and suggested readings. You are expected to respond or share information when asked to do so, and ask intelligent questions to your fellow participants during classroom discussions.

Communicating with your team is critical for the success of your group project and may require for you to make yourself available to meet with your team outside of class times.

**Online Behavior:**

All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College's Netiquette website (opens in new window).

**Late Assignments:**

Assignments and projects may be submitted anytime up to and including the date due/time as posted in the ecourseware site. Please review all information in this syllabus and related Module due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct up to 50% of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.

**Extra Credit:**

We will discuss this in class. If you are successful in attaining Google Analytics Individual Qualification free certification during this course, please inform me and upload a copy of the final completion certificate email as proof into the extra credit dropbox. This will have a positive impact on your final grade. This course can be found here: https://skillshop.exceedlms.com/student/catalog/list?category_ids=540-analytics-academy
**Reporting Illness or Absence:**

Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last minute to submit assignments or to take quizzes and exams. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met: (1) Extreme emergency and (2) Instructor contacted prior to the due date.

**Syllabus Changes:**

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

**Student Services**

Please access the [FCBE Student Services (opens in new window)](https://www.memphis.edu/deanofstudents/crisis/index.php) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

**Health Concerns**

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

**Student Accommodations**

Students who need additional resources can contact the Dean of Students Office at [https://www.memphis.edu/deanofstudents/crisis/index.php](https://www.memphis.edu/deanofstudents/crisis/index.php).
**Key Topics:**
Assignments are due at 6pm CST on due dates.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Class Date</th>
<th>Study Guide/Readings</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| Week 1 – Wed | Strategy Introduction and Syllabus Outline Introduction to Digital Strategy Teams and Term Project | Aug 19     | 1. Alternative TLDs  
2. What is the goal of my website  
3. Setting SMART goals  
4. SWOT Analysis  
5. Improve Conversions, not just traffic  
6. Defining KPIs  
7. How do search engines work  
8. What is Universal search  
9. Google Algorithms  
10. How search works  |
|            |                                                                        |            | Discussion: 1. Digital Marketing Institute:  
2. Forbes  
3. Fashionista  |
|            |                                                                        |            | Project Selections  
Domain name  
Payment  |
| Week 2 – Wed | Strategy and Setup Finalize Projects; Account and registration setup WordPress setup | Aug 26     | Assignment 1 DUE:  Website Digital Strategy Word doc  
Peer evaluation  
Assignment 1 due  |
|            |                                                                        |            | Discussion on jobs due  |
| Week 3 – Wed | Design Basic website design                                             | Sep 2      | Assignment 1 DUE:  Website Digital Strategy Word doc  
Peer evaluation  
Assignment 1 due  |
|            |                                                                        |            | Discussion on jobs due  |
| Week 4 – Wed Design | More WordPress | Sep 9 | 1. *Getting Started with WordPress*
| | | | 2. *WordPress themes*
| | | | 3. *Blogging Glossary*
| | | | 4. *25 Best SEO Tips*
| | | | 5. *WordPress slugs*
| | | | 6. *Successful Blogs*
| Week 5 – Wed SEO | Introduction to keyword research & Keyword Research tool | Sep 16 | 1. *Keyword tools*
| | | | 2. *SEO - Google Adwords Keyword Planner*
| | | | 3. *Co-occurrence and co-citation*
| | | | 4. *Changes for matching keywords in Google Ads*
| | | | 5. *Help video: How to use Google Adwords Planner*
| | | Assignment 2 DUE: Website Design Word doc / Basic website Assignment 2 Peer evaluation due |
| Week 6 - Wed SEO | Application of Keyword research & Link Strategy Review for midterm | Sep 23 | 1. *Promises and Pitfalls of Black Hat Seo Practices*
| | | | 2. *Google’s E-A-T*
| | | | 3. *Importance of link building*
| | | Discussion on class websites due |
| Week 7  | Mid-term Social Media and SEO | Sep 30 | 1. [5 Things You Need to Know About Social Media & SEO](#) | Assignment 3 DUE  
Keyword research and SEO strategy  
Word doc/ Updated WordPress website  
Assignment 3 Peer evaluation due |
|--------|-----------------------------|--------|--------------------------------------------------------|------------------------------------------------------|
| Week 8 – Wed | Social Media Wrap Up | Oct 7 | 1. [ORM - Man who sued google to be forgotten](#)  
2. [ORM - 2014 ruling good news](#)  
3. [ORM 2019 ORM update](#) | Assignment 4 DUE:  
Social Media Strategy/ Updated WordPress website and 2 social media pages  
Assignment 4 Peer evaluation due |
| Week 9 – Wed | Mailchimp Email Analytics  
More Google Analytics | Oct 14 | 1. [Search Engine Land](#)  
2. [Mail Chimp Marketing Field Guide](#)  
3. [Getting Started with Mail Chimp](#) | Assignment 5 DUE  
Email Newsletter campaign and PPC Campaigns & doc / Updated website  
Discussion on updated websites and email |
| Week 10 – Wed | PPC Campaigns  
Google Ads  
Reputation Management | Oct 21 | 1. [Google Ads Help](#)  
2. [Google Ads tutorial](#)  
3. [Cambridge Analytica and Facebook data](#)  
4. [5 things you need to know before scraping data from facebook](#) | Assignment 5 DUE  
Email Newsletter campaign and PPC Campaigns & doc / Updated website  
Discussion on updated websites and email |
| Week 11 – Wed | Web Analytics & Standard Reports | Oct 28 | 1. [Google Analytics About and Help](#) | Assignment 5 DUE  
Email Newsletter campaign and PPC Campaigns & doc / Updated website  
Discussion on updated websites and email |
| Week 12 Wed | Analytics Wrap up Google Search Console | Nov 4 |
| Week 13 Wed | Course Review & Presentations | Nov 11 | Final Projects and Powerpoints DUE Industry Digital Analytics Speaker TBD |
| Presentations | Nov 18/25 | Final Exam | Discussion on Learnings due |