Code - Course	590006 – web analítics based on e-commerce ROI		
Course year	1	Credits	3 ECST
Thematic Area	Information and Communications technology	Course type	Optional
In-class hours	21 hours	Hours of individual work	54 hours

BRIEF COURSE DESCRIPTION

The aim of this course unit is to introduce students to the field of online analytics: web, mobile and social media.

All online actions and interactions produce information we must analyse in order to use them as help when taking decisions.

This is a very necessary field which organizations should strengthen.

BASIC SKILLS

BS7 – Students must be able to apply the knowledge acquired and their problem-solving capacity into new or unknown environments within broader areas (or multidisciplinary) related to their field of study.

GENERAL SKILLS

GS1 – Business oriented.

GS3 – Organising and planning skills.

GS6 – Applying the information and communications technologies to the optimization of effectiveness in the organization.

GS7 – Identify, pose or solve a problem in a meaningful and creative manner, critically interpreting and evaluating the results obtained.

ACADEMIC CONTENT

1. Basic concepts in web analytics.

2. Mediation as part of strategy.

3. Key performance indicators (KPI's) in web analytics.

4. Mediation tools.

LEARNING METHODOLOGY

This is a face to face course where students will carry out theoretical and practical activities to work the different contents. Case studies will be conducted in order to contextualize the concepts addressed in each lesson. Students' active participation will be essential for the correct progress of the course.

Courses are given by a group of teachers and professionals of tourism, e-marketing and internet fields. Coordinators are there to stimulate educational process and to provide course tracking.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired

comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Evaluation systems	Continuous	Single
Individual	50 %	50 %
In group	50 %	50 %[1]

Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

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[1] If the student is assessed by means of the final examination, he or she will do this activity individually.

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

KAUSHIK. A. (2011): Analítica web 2.0. Barcelona. Ed. Gestión 2000.

MALDONADO, S. (2010): Analítica web: medir para triunfar. Madrid. Ed. ESIC.

NÚÑEZ, A.; BAREÑO, R.; GARCÍA del POYO, R.; GUTIÉRREZ-ULECIA, JC.; PINO, G. (2013): El libro del Marketing interactivo y la publicidad digital. ESIC, Madrid.

MARTÍN, C. (2011): Analítica web con Google Analytics. Ed. Carlos Marín.

MORALES, M. (2010): Analítica web para empresas: arte, ingenio y anticipación. Ed. UOC