

Vak: Digitale Marketingcommunicatie

credits: 5

Vakcode	COVB20THY3	Werkvormen	Gastcollege
Naam	Digitale Marketingcommunicatie		Hoorcollege
Studiejaar	2020-2021		Projectonderwijs
ECTS credits	5	Toetsen	Digitale Marketingcommunicatie - Overige toetsing
Taal	Nederlands		
Coördinator	S. Veldstra		

Leeruitkomsten

The following learning outcomes (LO) refer to the LOCO programme competences at level 3 (bachelor degree). Explanation abbreviation competences:

- Context and strategy
 - The student independently applies theory about online analytics to a case situation
- Target group and behaviour
 - The student independently understands why dashboards, statistics and analytics are helpful for companies
 - The student independently analyses website data using Google Analytics to determine suitable communication interventions
- Concept and creation
 - The student independently designs clear overviews of website data with Google Tag Manager and Google Analytics
 - The student independently develops a dashboard on the basis of the retrieved data

Inhoud

In this course students will learn to build a dashboard on the basis of data from Google Analytics. The students develop KPIs and use these to set up Google Tag Manager and Google Analytics. It is important to distinguish what client information is needed to be able to measure KPIs and to build a dashboard based on the retrieved data. The students will develop the dashboard using the data, on the basis of an online marketing strategy.

The end product is a portfolio with a dashboard based on Google Tag Manager, Google Analytics and KPI's.

Keywords: Dashboards, Google Tag Manager, Google Analytics, KPI's, Mediamonitoring, Data, Insights

Opgenomen in opleiding(en)

Communicatie

School(s)

Instituut voor Communicatie, Media & IT