



**SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**

(Established under section 3 of the UGC Act 1956)

**Re - accredited by NAAC with 'A' Grade**

**Founder: Prof. Dr. S. B. Mujumdar, M.Sc.,Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)**

(Established under section 3 of the UGC Act 1956, by notification No.F.9-12/2001-U3  
Government of India)

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**Faculty of Computer Studies (FoCS)  
Sub Committee for Curriculum Development**

**Format to submit syllabus**

**Course Name:** Web Analytics

**Course Code:** T3441

**(UG/PG):** PG

**Number of Credits:** 3

**Level:** 4

**Course Code:** T3441

Google analytics helps to marketers and web site owners to measure the success of website objectives. It also helps as a tool to track the website user patterns.

**Learning Objective(s):** Student should understand the marketing strategies w.r.t. surfing, searching and need of the day.

Student should be able to analyze the market trends and should be able to build the experiments.

**Pedagogy:**

Lectures  
Class-work discussion  
Case studies

**Pre-learning:** NIL

**Course outline:**

S.No.	Topic	Hours
1	Introduction to Web Analytics	6
2	WA Terminology (Dimensions & Metrics)	4
3	WA Basic Setup and dashboard	7
4	WA - Advanced Setup	6
5	Campaign Tagging & Reporting	5
6	Understanding Conversions, Tracking Conversion Rates (Ecommerce)	5
7	Create and analyze segments	6
8	Building reports	4
9	Case study	2
	<b>Total</b>	<b>45</b>

**Books Recommended:**

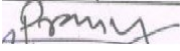
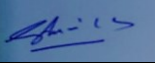
1. A Beginner's Guide to Google Analytics - Ben Barden.
2. Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals Kindle Edition by Nigel Temple
3. How to Use Custom Dashboards in Google Analytics: Using Custom Dashboards to Grow Your Blog Kindle Edition by Kori Tomelden

**Suggested Evaluation Methods:**

OnlineTest  
Lab Examination  
Viva  
Mini Project

**Parallel/Similar courses the existing curriculum:**

S.No.	Name of the course	Institute where it was offered

Name of Member	Dr P S Metkewar	Sachin Naik			
Designation	Associate Professor	Assistant Professor			
Org./Inst.					
Signature					

Name of the Expert:

Signature:

Date:

