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UNIVERSITAT POLITÈCNICA  
DE CATALUNYA  
BARCELONATECH

# MARKETING ANALYTICS TEACHING GUIDE 2024-25

## GENERAL DETAILS

<b>Course Title:</b>	Marketing Analytics
<b>Code:</b>	801439
<b>Academic year:</b>	2024-2025
<b>Degree title:</b>	Master's Degree in Marketing Technologies
<b>Number of credits (ECTS):</b>	4
<b>Place in the scheme of studies:</b>	2 <sup>nd</sup> Semester
<b>Date of last revision:</b>	July 2024
<b>Professor Responsible:</b>	PhD. Adrián Padilla Molina

## 1. GENERAL DESCRIPTION

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In an increasingly metrics-driven business and communication environment, the ability to analyze, interpret, and use data for strategic decision-making is a fundamental skill for any marketing professional. This course explores the tools and techniques of digital analytics and web analytics, with a cross-functional approach that allows these skills to be applied to data from any field.

The main objective of this course is to equip students with a deep and practical understanding of how data can be used to improve decision-making and guide actions, whether in business, communication, or marketing. Through case studies, practical projects, and the use of analytical tools, students will develop the necessary skills to transform data into intelligence and, ultimately, contribute to the success of their organizations or achieve their set goals.

## 2. LEARNING OUTCOMES

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At the end of the course, the student will be able to:

- Understand data sources.
- Collect and process marketing data.
- Become familiar with key performance indicators (KPIs) and track them.
- Create dashboards and presentations with data.
- Interpret and work with web tracking tools (Google Analytics).
- Master techniques for optimizing marketing campaigns through data.
- Transform data into relevant information.

## 3. CONTENT

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### TOPIC 1. INTRODUCTION TO WEB ANALYTICS

#### Learning outcomes

- Identify data sources
- Collect and process marketing data

#### Contents

##### 1. Types of data

##### 1.1 Sources and origin of data

##### 1.2 Access, collection, and processing of data

### TOPIC 2. WEB ANALYTICS

#### Learning outcomes

- Establish KPIs
- Create reports with data from Google Analytics
- Create dashboards
- Make data-driven decisions

#### Contents

##### 2. Google Analytics

### TOPIC 3. REPORTING

#### Learning outcomes

- Visualize data and create dashboards
- Create reports

#### Contents

##### 3.1 Creating dashboards

## 4. TEACHING AND LEARNING STRATEGIES

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All sessions combine theory with practice. The content is delivered through practical cases, guided exercises in the classroom, and independent student work.

## 5. EVALUATION

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This course is assessed based on two practical assignments (90%) and classroom participation (10%). The course is passed with a final grade of 50 points or more out of 100, following these weightings:

Activity	Description	% Continuous Assessment	
<b>Course work:</b>			<b>90%</b>
Google analytics	Study case	50%	
Google DataStudio	Study case	50%	
<b>On-class work:</b>			<b>10%</b>
Attendance		50%	
Participation		50%	

## 6. BIBLIOGRAPHY

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Google Analytics Certification: <https://skillshop.docebosaas.com/learn/courses/14810/google-analytics-certification>