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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. OBJECTIVES

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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.
- Visualize data using specialized software (Tableau/Power BI).
- 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. CONTENTS

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## TOPIC 1. INTRODUCTION: DATA SOURCES, DIGITAL ANALYTICS VS WEB ANALYTICS, MEASUREMENT FRAMEWORKS, AND BASIC CONCEPTS

### Learning Outcomes

Students should be able to:

- 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
- Interpret data from the web environment
- Create dashboards
- Make data-driven decisions

### Contents

#### 2. Google Analytics

##### 2.1 Google Search Console

##### 2.2 Data collection technology and limitations (privacy)

## TOPIC 3. DIGITAL ANALYTICS

### Learning outcomes

- Interpret data from the digital environment
- Work with Tableau/Power BI
- Handle large amounts of data
- Visualize data and create dashboards

### Contents

#### 3. Identifying potential data sources in the digital environment

- 3.1 Introduction to Tableau/Power BI
- 3.2 Working with large volumes of data
- 3.3 Creating dashboards

## 4. TEACHING AND LEARNING METHODOLOGY

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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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According to the Bologna Process, the model rewards the constant and continuous effort of students. 60% of the final grade is obtained from continuous assessment of directed activities, and the remaining 40% from the final in-person exam. The final exam has two sittings.

The final grade for the subject (FG) will be calculated using the following formula:

$$\text{FG} = \text{Final Exam Grade} \times 40\% + \text{Continuous Assessment Grade} \times 60\%$$

The minimum grade for the final exam to calculate the FG will be 40 points out of 100. The subject is passed with a final grade equal to or greater than 50 points out of 100.

Activity	Description	% Continuous Assessment	
<b>Course work:</b>			<b>50%</b>
Google Analytics	Case study	33,3%	
Social media Analytics	Case study	33,3%	
Reporting Tableau	Final project	33,3%	
<b>On-class work:</b>			<b>10%</b>
Attendance		50%	
Participation		50%	
<b>Final project:</b>			<b>40%</b>
	Final project	100%	

## 6. BIBLIOGRAPHY

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- Padilla Molina, A., & Navarro, C. (2022). *Audiences and streamers on Twitch: Consumption and production patterns in the Spanish-speaking world*. *Quaderns del CAC*, 25(48), 67-77.
- Google Analytics Certification:  
<https://skillshop.docebo.com/learn/courses/14810/google-analytics-certification>