

Course Information			
Course Title	Web Site Analytics and Measurements (with Google Analytics)		
Course Code	DIM009		
Syllabus Overview	By the end of this course the student will a solid understanding of website analytics using Google Analytics.		
Syllabus			
1. Why understanding your web traffic is important for your business	5. Reports Explained	9. Hacks	
2. Available methodologies and accuracy	6. Getting up and running	10. Focusing on Key Performance Indicators	
3. Google Analytics Features, Benefits and Limitations	7. Advanced Implementation	11. Real World Tasks	
4. Using the Google Analytics Interface	8. Best Practices Configuration Guide	12. Integrating Google Analytics with third party applications	
Other Course Information			
Suitable For	All persons interested in Internet Marketing, Analysts and Market Researchers.		
Academic level	Certificate		
Number of Modules	1		
Total number of credits	5		
Number of credits needed to obtain certificate	5		
Number of credits required for Advanced Certificate	30		
Number of credits required for Diploma	60		
Commencement	Within 30 days of registration (subject to course material availability).		
Duration	Slow Track	Part-Time (Standard)	Full Time
	12 weeks	6 weeks	3 weeks
Preparation, Study, Revision Hours Suggested per week	Slow Track	Part-Time (Standard)	Full Time
	7.5	15	30
Coursework hours suggested per week (standard track)	Slow Track	Part-Time (Standard)	Full Time
	5	10	20
Requirements (Academic)	Good command of English.		
Requirements (Other)	Required: Google Analytics Account. Optional: Access to a live website.		
Award Type	Certificate		
Award System / Assessment Methods	Topic Assignments		
Open Scope Assignments	Option Available		
Open Scope Research Projects	Option Available		
Course Fees	€300		
Textbooks and Learning Materials included in course fees	Yes		
Other Expenses	None		
Examination Certificate	Option Available		
Notes about the course	None.		