IST 322: Digital Strategy and Analytics for the Web

IST 322
Digital Strategy and Analytica for the Web
(3 credits)
Class Size: 10-25

Faculty: Michael Clarke, Adjunct Professor, Syracuse University
Administrative Contact: [Tavish Van Skoik](), Assistant Director, Project Advance

* IST 322 is NOT accepting applications for training at this time

Course Catalog Description

Students will learn to drive business value through a deep understanding of web analytics. Course includes examination of web analytics models, factors affecting search engine rankings, and inbound tactics including pay per click campaigns. Shared Competencies Scientific Inquiry and Research Skills.

Course Overview

IST 322 offers students a behind the scenes peek into an organization's digital strategy. With communicators relying less on traditional mediums, digital marketing landscape continues to grow at rapid pace. Organizations are not just creating great websites they are implementing techniques to

attract and measure user interactions. IST 322 will give students a hands-on experience with key digital strategies like SEO, Online advertising, email marketing, and deep web analytics.

Pre- / Co-requisites

PREREQ: IST 263

Course Objectives

Upon completion of the course students will have a holistic and actionable understanding of the current digital landscape. Students will be able to:

1. Define key industry terminology.

2. Craft a web analytics strategy using proven models to establish goals and key performance indicators.

3. Utilize web analytics tools to gain insights from traffic data.

4. Understand the importance of search engine optimization and design effective SEO strategies.

5. Craft effective email and social campaign strategy.

6. Build a website content strategy.

7. Design and conduct pay-per-click advertising campaigns using Google AdWords.

8. Craft a complete digital marketing strategy for an organization.

Laboratory

N/A

Required Materials

Readings in this course will be assigned from a variety of sources including textbooks, blogs and industry publications. IT IS NOT REQUIRED THAT YOU PURCHASE A TEXTBOOK FOR THIS COURSE. However, if you would like to read ahead or build your library, many of our readings and discussions will center around the topics covered in the following texts:

Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity, 1st Edition, by Avinash Kaushik

The Art of SEO: Mastering Search Engine Optimization, Edition 3, by Eric Enge, Stephan Spencer, Jessie Stricchiola

Content Strategy for the Web, 1st Edition, by Kristina Halvors

Instructor Recommendations

N/A