

Web Analytics

UBC Award of Achievement Program

100% Online

Companies rely on the Internet for supporting sales and marketing, facilitating orders, and reinforcing the corporate brand and market position. To achieve productive results business managers need to know the strategies and tactics that support web analytics.

Recognizing this need, the Web Analytics Association (WAA) has collaborated with The University of British Columbia Continuing Studies to offer the UBC Award of Achievement in Web Analytics. This series of four courses is delivered 100% online to suit the schedule of working professionals around the world.

Who Should Participate?

The UBC Award of Achievement in Web Analytics is designed for marketing and IT managers involved in the development and deployment of Internet initiatives including project managers, web developers, information architects, consultants, interactive marketers, web/marketing analysts, systems and business analysts, as well as corporate executives in IT, e-commerce, finance, marketing and sales.

Experience with a web analytics tool is recommended before taking the courses.

Program Benefits

Participants acquire skills and knowledge in:

- assessing effective methods used in web analysis and weighing each method's pros and cons
- designing and tracking customer interaction from initial entry into the website through to the desired sales of action (known as "conversion")
- optimizing conversions by analyzing website content to identify enabling, supportive or confusing messages
- applying the concepts of participation marketing and visitor segmentation to determine how different markets are responding to content, leading to conversions
- analyzing click and navigation patterns to determine the best product or service mix and to identify profit centres.



Presented in collaboration with



Program Format and Curriculum

The UBC Award of Achievement in Web Analytics is delivered comprehensively in four 100% online, part-time courses. Courses are four weeks in length, and participants should plan to spend an average of six to ten hours per week in each course reading case studies, lectures and white papers, as well as completing online discussions, assignments/projects and independent study. Assessment is based on individual assignments and projects.

The curriculum has been designed by leading web analytics professionals such as Jim Sterne, Jim Novo, Bryan Eisenberg, Jason Burby, Hurol Inan, Dennis Mortensen, Avinash Kaushik and Brandt Dainow. For a full list of the associate instructors see our website. All instruction is facilitated by UBC's online tutors, who are web analytics professionals experienced in adult education.

The four required courses are listed in the recommended sequence for the program. Courses may also be taken individually.

Introduction to Web Analytics*

An introduction to the key concepts, techniques and practices of web analytics, this course draws on case studies to show how web analytics can drive higher profits and improve the customer experience.

Web Analytics for Site Optimization

This course focuses on optimizing the visitor experience at the website. Topics include information architecture and navigation, content structure, internal page and link strategy, and the optimization of internal website search engines.

Measuring Marketing Campaigns Online

Discover how to identify the critical metrics to assess and improve campaigns; including methodologies for tracking the impact of online channels such as email, paid search, organic search and display/banner ads.

Creating and Managing the Analytical Business Culture

This course covers successful web analytics management strategies and processes within the organization, providing both the knowledge and the practical skills to succeed as a web analytics manager.

* Introduction to Web Analytics is a recommended prerequisite to all other web analytics courses.

Registration and Program Fees

Registration and payment is done on a course by course basis at a cost of \$675 CAD per course (\$640 for Web Analytics Association members). The total program fee is \$2,700 CAD.

Curriculum and fees may be subject to change.

Courses are scheduled several times throughout the year. You may register online at cstudies.ubc.ca/wa.

"I really can't say enough about the UBC Award of Achievement in Web Analytics Program.... One thing that really stood out for me was the practical nature of the course material.... Taking the program grounded me as the go-to guy for web metrics."

Tim Goudie
Strategic Marketing Manager
Sparkling Beverages -
Coca-Cola North West Africa BU

"My management has tasked me with preparing a company-wide road show to educate and broaden awareness for how analytics can be used to improve decision-making and bring value to the organization. This course has been fantastic preparation... by helping me bring analytics to life!"

Terri Kochersperger
Director, Strategic Analysis, Time Inc.

"Because the UBC program is facilitated by experts in the field, I gained the practical knowledge and basis to start a career in web analytics."

Kris Irizawa
Senior Web Analytics Analyst, Logitech

Continue your analytics education with the Certificate in Web Intelligence program offered in collaboration with the University of California, Irvine Extension. View cstudies.ubc.ca/wi for more information.



cstudies.ubc.ca/wa
604-822-1420

