

Approved Credit Transfer Mapping List

(WSQ SOA to Academic Modules Mapping)

Academic Course Title				
Specialist Certificate in Digital Marketing				
Course Learning Outcomes:				
At the end of the course, the students should be able to:				
<ul style="list-style-type: none"> • recognize marketing opportunities, plan, execute and optimize marketing campaigns and activities on social media platforms. • set up, manage, maintain, and monitor the performance of a website. • optimize contents for a better search engine ranking • design and run ads based on user’s search words and interests. • analyzing and reporting of campaign metrics and opportunities for improving SEM campaign performance. • plan, execute, and measure effectiveness of marketing campaigns using web analytics • apply digital marketing concepts and skills in a project. 				
WSQ SOA mapping to Academic Modules (Credit Transfer)				
Module Code and Title	Module Learning Outcomes, Module Outline and/or Topics Covered	WSQ Unit Code	Course Title	WSQ Learning Outcomes, Learning Unit and/or Topics Covered
DM01 Facebook and Instagram – Social Media Marketing	<u>Learning Outcomes</u> <ul style="list-style-type: none"> • Recognise the marketing opportunities of social media marketing for businesses. • Build and manage a brand page on Facebook to engage with target audiences. • Create content workflow and essential guidelines adhere to legal and ethical practices for social media marketing team. • Measure and optimize effectiveness of the social media campaign using analytics. <u>Module Outline</u>	RET-OTO-3007-1.1	WSQ Facebook and Instagram – Social Media Marketing – level 3	<u>Learning Outcomes</u> <ul style="list-style-type: none"> • Recognise the marketing opportunities of social media marketing for businesses. • Build and manage a brand page on Facebook to engage with target audiences. • Create content workflow and essential guidelines adhere to legal and ethical practices for social media marketing team.

	<ul style="list-style-type: none"> • Social Media Platforms • Engaging Customers on Social Media Platforms • Content Workflow and Guidelines • Campaign Measurement and Optimization <p><u>Knowledge(K)</u> K1: Types of social media platform, tools, and their operation K2: Organisational policy and procedures for social media use K3: Rules and regulations and terms of use of specific social media platforms K4: Copyright and intellectual property considerations K5: Tools for social media scheduling</p> <p><u>Abilities(A)</u> A1: Execute social media marketing campaign in alignment with marketing strategies, operational plan, and budget A2: Monitor campaign performance and effectiveness in accordance with performance measures to further refine action plan A3: Evaluate use of new social media technologies</p> <p><u>Instructional Method</u></p> <ul style="list-style-type: none"> • Lecture • Case Study • Group Discussion • Demonstration <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Written Assessment • Portfolio Assessment 			<ul style="list-style-type: none"> • Measure and optimize effectiveness of the social media campaign using analytics. <p><u>Learning Units and Topics Covered</u></p> <ul style="list-style-type: none"> • Social Media Platforms (K1, K2, A1, A3) <ul style="list-style-type: none"> ✓ Overview of social media platforms ✓ Choosing suitable social media platform ✓ Facebook page for business ✓ Instagram for business ✓ The basic of Facebook Ads ✓ Matrices to monitor • Engaging Customers on Social Media Platforms (K3, A1, A2) <ul style="list-style-type: none"> ✓ Dos and Don'ts on Facebook and Instagram ✓ Understanding Sales Funnel on Facebook ✓ Creating a Facebook page ✓ Creating Instagram account and link to Facebook page ✓ Facebook Insights ✓ Facebook Business Ads Manager • Content Workflow and Guidelines (K2, K4, A1)
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				<ul style="list-style-type: none"> ✓ Content Strategy – Content and Workflow ✓ Copyright and intellectual property guidelines ✓ Writing for digital – Call To Action ✓ Content planner ✓ Responding on social media • Campaign Measurement and Optimization (K5, A1, A2) <ul style="list-style-type: none"> ✓ Social Media Marketing Tools ✓ Hands-on with Hootsuite ✓ Facebook Pixel, Standard Events and Custom Conversions ✓ Facebook Audience and Targeting ✓ A/B Testing in Ads Manager ✓ Facebook Tracking and Reporting <p><u>Instructional Method</u></p> <ul style="list-style-type: none"> • Lecture • Case Study • Group Discussion • Demonstration <p><u>Assessment Methods</u></p>
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				<ul style="list-style-type: none"> • Written Assessment – Scenario-based objective questions • Written Portfolio Assessment
DM02 Digital Campaign Management	<p><u>Learning Outcomes</u></p> <ul style="list-style-type: none"> • Review pre-testing outcomes in alignment to campaign objectives and tactics. • Setup ecommerce site and product catalogue with proper call to action and integrate with Facebook. • Promote products on digital platform using content planning, creation, and curation. • Monitor campaign performance using data analytics in Shopify, Facebook Insights and Google Analytics. • Analyse user behaviour on mobile, online, and social media platform to refine marketing strategies. <p><u>Module Outline</u></p> <ul style="list-style-type: none"> • E-commerce Campaign • E-commerce platforms • Promoting products and services on digital platform • Measuring Campaign Effectiveness • Conversion Optimization and Refinement <p><u>Knowledge (K)</u></p> <p>K1: Objectives of e-commerce campaigns K2: E-Commerce campaign management tactics K3: Data analytics K4: Methods to advertise products online K5: Campaign messages schedules</p> <p><u>Abilities (A)</u></p> <p>A1: Review pre-testing outcomes to ensure smooth operation of campaign activities. A2: Execute e-commerce campaigns in alignment to e-Commerce strategies.</p>	RET-PCM-3002-1.1	WSQ Digital Campaign Management – Level 3	<p><u>Learning Outcomes</u></p> <ul style="list-style-type: none"> • Review pre-testing outcomes in alignment to campaign objectives and tactics. • Setup ecommerce site and product catalogue with proper call to action and integrate with Facebook. • Promote products on digital platform using content planning, creation, and curation. • Monitor campaign performance using data analytics in Shopify, Facebook Insights and Google Analytics. • Analyse user behaviour on mobile, online, and social media platform to refine marketing strategies. <p><u>Learning Units and Topics Covered</u></p> <ul style="list-style-type: none"> • E-commerce Campaign (K1, K2, A1, A2) <ul style="list-style-type: none"> ✓ E-commerce strategies ✓ Campaign management ✓ Setting objective ✓ Ecommerce campaign tactics ✓ Campaign pre-testing methods

	<p>A3: Conduct data analytics to monitor campaign performance, online mechanics, and activities. A4: Monitor feedback via online and social media platforms for customers' satisfaction. A5: Refine online mechanics and activities, mobile, online, and social media platform</p> <p><u>Instructional Method</u></p> <ul style="list-style-type: none"> • Lecture • Case Study • Practical • Demonstration <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Written Assessment • Portfolio Assessment 			<ul style="list-style-type: none"> ✓ Online research tools ✓ Reviewing pre-test results • E-commerce platforms (A2) <ul style="list-style-type: none"> ✓ Choosing right platform for your business ✓ Setting up Shopify ecommerce site ✓ Writing product features and benefits ✓ Writing CTA (Call to Action) ✓ Integrate Shopify with Facebook • Promoting products and services on digital platform (K4, K5, A2) <ul style="list-style-type: none"> ✓ Content marketing ✓ Content planning, content audit and scheduling ✓ Content curation and creation ✓ Social media marketing ✓ Search engine marketing ✓ Email marketing • Measuring Campaign Effectiveness (K3, A3, A4) <ul style="list-style-type: none"> ✓ Web analytics ✓ Micro conversions in e-commerce
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				<ul style="list-style-type: none"> ✓ Understanding commonly used Google analytics metrics ✓ Measuring satisfaction ✓ Creating reports • Conversion Optimization and Refinement (A5) <ul style="list-style-type: none"> ✓ Analyzing user behavior on different digital platforms and devices ✓ Collecting data from different platforms to refine marketing messages (How Google remarketing and Facebook Pixels work) ✓ UX concept ✓ Split testing for content and creative elements <p><u>Instructional Method</u></p> <ul style="list-style-type: none"> • Lecture • Case Study • Practical • Demonstration <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Written Assessment – Scenario-based objective questions • Individual Portfolio Presentation
DM03 WordPress Web Design and	<u>Learning Outcomes</u> <ul style="list-style-type: none"> • Create web Uniform Resource Locators (URL) on WordPress 	RET-CIE-3002-1.1	WSQ WordPress Web Design and Content	<u>Learning Outcomes</u> <ul style="list-style-type: none"> • Create web Uniform Resource Locators (URL) on WordPress

<p>Content Management</p>	<ul style="list-style-type: none"> • Create text-based and multimedia-based content on WordPress that meets content management policies, standards, and copyrights. • Setup a website using key features of a web publishing platform, WordPress. • Curate the mix between text-based and multimedia-based content on WordPress, provides the required level of user interaction. • Test that the plug-ins support the content on WordPress. • Create posts on a blog page on WordPress. • Design a landing page on WordPress to improve customer and visitor experience on web properties and assets. • Review that the content on WordPress as intended and according to performance metrics. • Apply iteration to improve management and maintenance of organisation’s web properties and assets. <p><u>Module Outline</u></p> <ul style="list-style-type: none"> • Web Properties and Assets • Content Management and Deployment • Web Publishing • Content Planning and Creation • Content Publishing • Content Promotion • Data and Analytics <p><u>Knowledge (K)</u></p> <p>K1: Content management policies, guidelines, and permission on content management.</p> <p>K2: Web content for deployment.</p> <p>K3: Organisation’s web properties and assets.</p>		<p>Management – level 3</p>	<ul style="list-style-type: none"> • Create text-based and multimedia-based content on WordPress that meets content management policies, standards, and copyrights. • Setup a website using key features of a web publishing platform, WordPress. • Curate the mix between text-based and multimedia-based content on WordPress, provides the required level of user interaction. • Test that the plug-ins support the content on WordPress. • Create posts on a blog page on WordPress. • Design a landing page on WordPress to improve customer and visitor experience on web properties and assets. • Review that the content on WordPress as intended and according to performance metrics. • Apply iteration to improve management and maintenance of organisation’s web properties and assets. <p><u>Learning Units and Topics Covered</u></p> <ul style="list-style-type: none"> • Web Properties and Assets (K3)
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	<p>K4: Creation and curation of web content guidelines. K5: Web content and platform management systems. K6: Types of performance metrics of content management systems. K7: Customer and visitor experience on web properties and assets. K8: Types of marketing offerings on content management systems. K9: Types of plug-ins to management the organisation’s web properties and assets.</p> <p><u>Abilities (A)</u></p> <p>A1: Implement content management policies, guidelines, and permissions on content management. A2: Post and update content on content management systems. A3: Maintain web properties and assets to uphold standards on user experience. A4: Maintain awareness of market offerings on content management systems. A5: Report on metrics to measure performance of content management systems. A6: Recommend the adoption of appropriate plug-ins to manage and maintain the organisation’s web properties and assets. A7: Generate ideas to improve customer and visitor experience on web properties and assets.</p> <p><u>Instructional Methods</u></p> <ul style="list-style-type: none"> • Lecture • Didactic Questioning • Group Discussion • Demonstration • Practical • Reflection <p><u>Assessment Methods</u></p>			<ul style="list-style-type: none"> ✓ World Wide Web and Uniform Resource Locators ✓ How domain name works? ✓ Domain registrar • Content Management and Deployment (K1, K2) <ul style="list-style-type: none"> ✓ Policies and governance ✓ Guidelines in content writing ✓ Content copyrights ✓ Audience characteristics ✓ Sitemap and content structure for deployment • Web Publishing (K5, K7, K8, A1, A4) <ul style="list-style-type: none"> ✓ Types of web content management platforms ✓ Setup a web publishing platform ✓ User experience / User interface ✓ Implementing content on web publishing platform ✓ Managing web domain and user roles • Content Planning and Creation (K4, A3)
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	<ul style="list-style-type: none"> • Written Assessment • Portfolio Assessment 			<ul style="list-style-type: none"> ✓ Content – Audience Fit ✓ Create text-based and multimedia-based content ✓ Content Plan for creation and curation ✓ Content Calendar to maintain web properties and standards • Content Publishing (K9, A2) <ul style="list-style-type: none"> ✓ Purpose and types of Plug-ins ✓ Integrating Plug-ins to web properties and assets ✓ Blog and post ✓ Content posting and updating • Content Promotion (A7) <ul style="list-style-type: none"> ✓ Digital Marketing Funnel ✓ Marketing Messages ideas ✓ Landing Page for improved customer experience • Data and Analytics (K6, A5, A6) <ul style="list-style-type: none"> ✓ Performance metrics and data ✓ Generating reports ✓ Recommendation for improvements
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				<p><u>Instructional Methods</u></p> <ul style="list-style-type: none"> • Lecture • Didactic Questioning • Group Discussion • Demonstration • Practical • Reflection <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Written Assessment – Short-answer questions • Portfolio • Oral Interview
<p>DM04 Search Engine Optimization (SEO)</p>	<p><u>Learning Outcomes</u></p> <ul style="list-style-type: none"> • Select search engine platforms applications that most align to client or organisational requirements. • Implement a targeted keyword taxonomy that aligns to target audience behaviour. • Design a website embedding keywords in the web content, to enhance page and application design, tags, links, and metadata to attract effective search results. • Apply site code to instruct and optimise robots, crawlers and indexing for search effectiveness. • Create backlinks to determine search terms that are being used by competitors. • Regularly review performance of search engine visibility with a web analytics service, and report on web search effectiveness. <p><u>Module Outline</u></p> <ul style="list-style-type: none"> • SEO Concepts 	<p>RET-OTO-3005-1.1</p>	<p>WSQ Search Engine Optimisation (SEO) – level 3</p>	<p><u>Learning Outcomes</u></p> <ul style="list-style-type: none"> • Select search engine platforms applications that most align to client or organisational requirements. • Implement a targeted keyword taxonomy that aligns to target audience behaviour. • Design a website embedding keywords in the web content, to enhance page and application design, tags, links, and metadata to attract effective search results. • Apply site code to instruct and optimise robots, crawlers and

	<ul style="list-style-type: none"> • Keywords Research • Content Optimization • On-page SEO • Off-page SEO • Measurement and Analytics <p><u>Knowledge (K)</u> K1: Organisation’s SEO strategies. K2: Search terms, keywords, and keyword density. K3: Search engine ranking. K4: Search engine methods of assessing SEO. K5: Social network in the context of SEO. K6: Internet marketing strategies of a website. K7: Principles involved in conducting search engine programs. K8: Processes involved in performing keyword discovery, expansion, and optimization. K9: Competitor landscape in terms of advertising links. K10: Current and emerging trends and developments of SEO. K11: Current and emerging trends of social media and internet marketing.</p> <p><u>Abilities (A)</u> A1: Perform keyword discovery, expansion, and optimisation. A2: Administer search programs (i.e., XML sitemaps, shopping feeds, webmaster tools). A3: Research and analyse competitor advertising links. A4: Conduct SEO analysis and analyse search performance across various channels. A5: Identify trends and developments pertaining to SEO, search engines and internet marketing. A6: Coordinate with editorial and marketing teams to inform results based on SEO analysis outcomes to optimise content creation. A7: Prepare and implement internet search engine marketing strategies.</p>			<p>indexing for search effectiveness.</p> <ul style="list-style-type: none"> • Create backlinks to determine search terms that are being used by competitors. • Regularly review performance of search engine visibility with a web analytics service, and report on web search effectiveness. <p><u>Learning Units and Topics Covered</u></p> <ul style="list-style-type: none"> • SEO Concepts (K3, K4, K7) <ul style="list-style-type: none"> ✓ How search engine works? ✓ Google search engine. ✓ What to optimise? • Keywords Research (K2, K8, A1) <ul style="list-style-type: none"> ✓ Introduction to Google Ads ✓ Google Keywords Planner ✓ Keyword-search plan • Content Optimization (K6, K11, A5) <ul style="list-style-type: none"> ✓ Web and content publishing platforms ✓ SEO friendly content creation ✓ Social media in SEO context • On-page SEO (K5, A2)
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	<p><u>Instructional Methods</u></p> <ul style="list-style-type: none"> • Lecture • Didactic Questioning • Group Discussion • Demonstration • Practical • Reflection <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Written Assessment • Portfolio Assessment 			<ul style="list-style-type: none"> ✓ Uniform Resource Locator (URL) structure ✓ Content optimization ✓ Keywords driven website ✓ Internal and external links • Off-page SEO (K9, A3) <ul style="list-style-type: none"> ✓ Value of links ✓ Backlinks strategies • Measurement and Analytics (K1; K10; A4; A6; A7) <ul style="list-style-type: none"> ✓ SEO analytics tools ✓ Performance metrics ✓ Data and reports analysis ✓ Competitor analysis ✓ Iteration Process <p><u>Instructional Methods</u></p> <ul style="list-style-type: none"> • Lecture • Didactic Questioning • Group Discussion • Demonstration • Practical • Reflection <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Short-Answer Questions - • Portfolio
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<p>DM05 Paid Search Engine Marketing (SEM)</p>	<p><u>Learning Outcomes</u></p> <ul style="list-style-type: none"> • Identify digital advertising trend and insights on characteristics and PPC functions; and select search engine advertising platform to achieve maximum ROI in paid search campaign. • Track, report and analyse goals and expectations of PPC initiatives and campaigns. • Create a keyword-search plan in consideration for metrics for performance measurement and effective segmentation. • Design a Google paid search/display ad campaign targeting to customer segment. • Apply search engine tools to optimise the effectiveness of search engine marketing campaign, including blocking poor quality traffic sources from all campaign. • Perform daily management on PPC advertising account to generate weekly and monthly reports for all performance metrics on PPC search/display ads. • Recommend and execute strategies to improve effectiveness of search engine marketing campaign. <p><u>Module Outline</u></p> <ul style="list-style-type: none"> • Search Engine Functionalities • Goals and Performance Indicators • Keywords Research • Google Search Ads • Google Ads Tools • Measurement and Analytics • Optimization and Iteration <p><u>Knowledge (K)</u> K1: Characteristics of Google AdWords, Microsoft AdCentre, Yahoo Search Marketing, and other data management platform.</p>	<p>RET-OTO-3004-1.1</p>	<p>WSQ Paid Search Engine Marketing (SEM) – Level 3</p>	<p><u>Learning Outcomes</u></p> <ul style="list-style-type: none"> • Identify digital advertising trend and insights on characteristics and PPC functions; and select search engine advertising platform to achieve maximum ROI in paid search campaign. • Track, report and analyse goals and expectations of PPC initiatives and campaigns. • Create a keyword-search plan in consideration for metrics for performance measurement and effective segmentation. • Design a Google paid search/display ad campaign targeting to customer segment. • Apply search engine tools to optimise the effectiveness of search engine marketing campaign, including blocking poor quality traffic sources from all campaign. • Perform daily management on PPC advertising account to generate weekly and monthly reports for all performance metrics on PPC search/display ads. • Recommend and execute strategies to improve effectiveness of search engine marketing campaign.
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	<p>K2: PPC functions through quality scores and conversion rate. K3: Objectives, goal, and expectations of PPC campaigns strategy. K4: Actionable metrics for performance measurement and effective segmentation of keywords. K5: Ad writing technique. K6: Campaign management tools. K7: Mechanics of social media platforms including blogging and twitter. K8: Features of third-party tools and technologies such as Adobe Adiens, DS3, BrightEdge. K9: Techniques in bid management, ad copy creation, competitor analysis and keyword research. K10: Techniques in conducting split testing and layouts and designs.</p> <p><u>Abilities (A)</u> A1: Identify trends and insights in order to achieve maximum ROI in paid search campaigns. A2: Track, report, and analyse website analytics and PPC initiatives and campaigns. A3: Perform daily account management for pay per click accounts on Google AdWords, Yahoo, Bing, and other search platforms. A4: Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets or paid search. A5: Block poor quality traffic sources from all campaign. A6: Generate weekly and monthly customer reporting for all major metrics, goal tracking, revenue tracking, and other paid search initiatives.</p> <p><u>Instructional Methods</u></p> <ul style="list-style-type: none"> • Lecture • Didactic Questioning 			<p><u>Learning Units and Topics Covered</u></p> <ul style="list-style-type: none"> • Search Engine Functionalities (K1; K2; A1) <ul style="list-style-type: none"> ✓ Search engine and advertising ✓ How search engine works? ✓ Type of digital media and ads • Goals and Performance Indicators (K3; A2) <ul style="list-style-type: none"> ✓ Product feature and benefit ✓ Audience characteristics ✓ Competitor analysis ✓ SMART goals • Keywords Research (K4; A4) <ul style="list-style-type: none"> ✓ Ad group structure ✓ Keyword structure ✓ Keyword-search plan • Google Search Ads (K5; A4) <ul style="list-style-type: none"> ✓ Google Ads setup ✓ Google Ads dashboard ✓ Google Ads campaign • Google Ads Tools (K6; K7; K8; K9; K10; A5) <ul style="list-style-type: none"> ✓ Keyword planner ✓ Negative keywords ✓ Keywords and SEO ✓ Bid strategies ✓ Split test ✓ Linked accounts
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	<ul style="list-style-type: none"> • Demonstration • Practical • Group Discussion • Reflection <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Written Assessment • Portfolio Assessment 			<ul style="list-style-type: none"> ✓ Billing and Payment • Measurement and Analytics (A3; A6) <ul style="list-style-type: none"> ✓ Google Ads – Data and Reports ✓ Performance metrics ✓ Data and reports analysis • Optimization and Iteration (A4) <ul style="list-style-type: none"> ✓ Iteration process ✓ Ad variation creation <p><u>Instructional Methods</u></p> <ul style="list-style-type: none"> • Lecture • Didactic Questioning • Demonstration • Practical • Group Discussion • Reflection <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Short-Answer Questions - • Portfolio
DM06 Google Analytics	<p><u>Learning Outcomes</u></p> <ul style="list-style-type: none"> • Create website sitemap and landing page that most align to an organisation’s product and services. • Select data analytics tools and install website tags to gather data on a website. • Select data metrics based on organisation’s measurement strategy and perform measurement efforts. • Perform analytics activities (such as customer segmentation, predictive modelling, contextual 	RET-RAN-3002-1.1	WSQ Google Analytics – level 3	<p><u>Learning Outcomes</u></p> <ul style="list-style-type: none"> • Create website sitemap and landing page that most align to an organisation’s product and services. • Select data analytics tools and install website tags to gather data on a website. • Select data metrics based on organisation’s measurement

	<p>targeting, churn analysis, income growth and cost optimization).</p> <ul style="list-style-type: none"> • Create dashboards and custom reports on customer activities and behaviours across digital platforms. • Create and execute goals based on budgeted metrics and regularly review performance • Prepare reports and reports on effectiveness of data-driven analytics tools and technologies deployed, and key analytics findings, trends, and consumer insights. <p><u>Module Outlines</u></p> <ul style="list-style-type: none"> • Organisation Web Structure • Web Analytic Tools • Data and Reports • Segmentation and Tracking • Consumer Behaviour and Customization • Conversion • Insights and Action <p><u>Knowledge (K)</u></p> <p>K1: Organisation’s web analysis strategy. K2: Organisation’s overall data analytics metrics and measurement strategy. K3: Organisation’s product and services K4: Types of business problems, questions, or hypotheses. K5: Data analytics tools and technology. K6: Current and emerging data analytics tools and technology trend. K7: Different forms of analytics available such as customer segmentation, predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation. K8: Criteria for evaluating the effectiveness of data analytics tools and technology. K9: Customer activities and behaviours across all digital platforms.</p>			<p>strategy and perform measurement efforts.</p> <ul style="list-style-type: none"> • Perform analytics activities (such as customer segmentation, predictive modelling, contextual targeting, churn analysis, income growth and cost optimization). • Create dashboards and custom reports on customer activities and behaviours across digital platforms. • Create and execute goals based on budgeted metrics and regularly review performance • Prepare reports and reports on effectiveness of data-driven analytics tools and technologies deployed, and key analytics findings, trends, and consumer insights. <p><u>Learning Units and Topics Covered</u></p> <ul style="list-style-type: none"> • Organisation Web Structure (K1; K3, K4) <ul style="list-style-type: none"> ✓ Organisation Web Strategy ✓ Content for Product and Services ✓ Hypothesis Addressing Business Objectives
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	<p><u>Abilities (A)</u> A1: Perform data analytics metrics and measurement efforts. A2: Perform deep dive analysis to understand customer activities and behaviours across all digital platforms. A3: Conduct analytics activities such as predictive modelling, contextual targeting, churn analysis, revenue growth and cost optimisation. A4: Report on effectiveness of data-driven analytics tools and technologies deployed. A5: Execute on budgeted investments in data analytics tools, technology, and resources. A6: Prepare reports on key analytics findings, trends, and consumer insights to aid in data-driven decision-making processes.</p> <p><u>Instructional Methods</u></p> <ul style="list-style-type: none"> • Lecture • Didactic Questioning • Demonstration • Practical • Group Discussion • Reflection <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Written Assessment • Portfolio Assessment 			<ul style="list-style-type: none"> • Web Analytic Tools (K5; K6) <ul style="list-style-type: none"> ✓ Technology in Analytics Tools ✓ Technology Trend in Google Analytics ✓ Tracking Tag • Data and Reports (K2; A1) <ul style="list-style-type: none"> ✓ Data Analytics Measurement Strategy ✓ Report Format ✓ Dimensions and Metrics • Segmentation and Tracking (K7, A3) <ul style="list-style-type: none"> ✓ What is Segmentation? ✓ System and Custom Segment ✓ Analysing Growth and Churn ✓ Linking Google Products • Consumer Behaviour and Customization (K9, A2) <ul style="list-style-type: none"> ✓ Dashboard and Custom Reports ✓ Review Consumer Behaviour Data ✓ Analysis of Consumer Behavioural Activities Flow • Conversion (A5) <ul style="list-style-type: none"> ✓ Activity and Budget ✓ Execute Goals and Funnel ss
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				<ul style="list-style-type: none"> • Insights and Action (K8; A4; A6) <ul style="list-style-type: none"> ✓ Evaluating Effectiveness of Data Analytics Tools ✓ Review Relevance of Report and Data ✓ Action Points for Decision Making <p><u>Instructional Methods</u></p> <ul style="list-style-type: none"> • Lecture • Didactic Questioning • Demonstration • Practical • Group Discussion • Reflection <p><u>Assessment Methods</u></p> <ul style="list-style-type: none"> • Written Assessment – Short-Answer Questions • Practical Performance
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