

Wayland Mission Statement

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

Contact Information

Course: MKTG 5318 VC01 – Web and Social Media Analytics

Campus: WBUonline

Term/Session: Fall 1 2026

Instructor: Dr. Kyle Allison

WBU Email Address: kyle.allison@wayland.wbu.edu

Office Hours, Building, and Location: Virtual by Appt.

Class Meeting Time and Location: Online

Catalog Description:

Development of management strategies necessary for optimizing web and social media platforms that drive brand growth and audience engagement. Critical analysis of web traffic and social media performance using Google Analytics. Examination of different social media strategies and web design approaches to determine their impact on brand presence, audience growth, and conversion rates, recommending improvements based on performance data. Creation of dynamic, data-driven campaigns and strategic plans that maximize online visibility that align with organizational goals. Ideal to advance careers in digital marketing, web management, and social media strategy management.

Prerequisite:

None

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Web Analytics</u>	Christopher		2024	Stukent	9798-99122-0781

*This course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.*

Course Outcomes:

- Critically assess web and social media metrics, using data analysis tools to evaluate the effectiveness of digital marketing campaigns, audience engagement, and user behavior across platforms
- Examine and compare different social media strategies and web design approaches to determine their impact on brand presence, audience growth, and conversion rates, recommending improvements based on performance data
- Design and develop comprehensive web and social media campaigns, integrating content strategies, multimedia elements, and SEO techniques to optimize user engagement and achieve business goals
- Integrate web analytics, social media insights, and emerging digital marketing trends to build and present a strategic plan that aligns with organizational objectives and enhances overall online visibility and reach

Attendance Requirements

WBUonline

Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student “attendance” in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a “no-show” and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university’s attendance policy.

University Policies

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence: No use of any generative AI tools permitted.

- i. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.

- ii. All assignments must be fully created, designed, and prepared by the student(s).
- iii. Any work that uses generative AI will be treated as plagiarism.

Disability Statement: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

Course Requirements and Grading Criteria

Late Policy: Homework will not be accepted late for any reason, unless highly extenuating circumstance with approval from instructor. Work must be submitted on time.

First Required Assignment – Students must complete this 10-point assignment acknowledging they are enrolled in the course.

Orientation Quiz – Students will complete an orientation quiz related to key syllabus components worth 10 points.

Introductions – Students will complete an introduction activity worth 10 points.

Annotated Bibliography & Appropriate Video Presentations – There are 5 Annotated Bibliography and accompanying video presentation assignments worth 50 points each, for a total of 250 points.

Integration of Faith Paper – There is one written assignment in Week 8 focused on integrating faith into web analytics worth 50 points.

Web Analytics Paper – This is a 5–7½ page paper providing strategic recommendations based on web analytics concepts learned, including how those concepts can be applied more effectively and supported with personal reflection. Students will use research from the 5 annotated bibliographies as the foundation for this paper. This assignment is worth 100 points.

Grading Scale:

Letter Grade Percentage Range Point Range (Out of 430)

A	90% – 100%	387 – 430
B	80% – 89%	344 – 386
C	70% – 79%	301 – 343
D	60% – 69%	258 – 300
F	Below 60%	0 – 257

Student Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

Tentative Schedule

Week	Deliverable	Points	Percentage
Week One	Intro to Web Analytics & Data, Humans, & Analytics		
	Required First Assignment	10	2.3%
	Orientation Quiz	10	2.3%
	Read Chapters 1 & 2	—	—
Week Two	Four Stages of Analytics		
	Annotated Bibliography 1	50	11.6%
	Read Chapter 3	—	—
Week Three	Four Types of Data Analytics		
	Introduction Friday	10	2.3%
	Annotated Bibliography 2	50	11.6%
	Read Chapter 4	—	—
Week Four	Metrics (KPIs) for Analytics		
	Annotated Bibliography 3	50	11.6%
	Read Chapter 5	—	—
Week Five	Tools for Analytics		
	Annotated Bibliography 4	50	11.6%
	Read Chapter 6	—	—
Week Six	Data Visualization		
	Annotated Bibliography 5	50	11.6%
	Read Chapter 7	—	—
Week Seven	Reports		
	Web Analytics Paper	100	23.3%
Week Eight	Faith & Web Analytics		
	Integration of Faith in Web Analytics	50	11.6%
Totals		430	100%