

USM30R - Web Analytics

Présentation

Objectifs pédagogiques

The objective of this course is to give students a mastery of the analysis of customer journeys and their links with marketing strategy. The course allows you to explore in depth a professional tool : Google Analytics. It also allows students to validate a high level of knowledge in navigation analysis.

Programme

Contenu

KPI and dashboard with Google Analytics

Modalités de validation

- Contrôle continu
- Examen final

Valide le 02-07-2022



Code : USM30R

Unité spécifique de type mixte
2 crédits

Responsabilité nationale :
EPN15 - Stratégies / 1

Contact national :

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