

---

# DIGITAL MARKETING, SOCIAL MEDIA, MOBILE & ANALYTICS

## International MBA IMBA-EN SEP-2024 S-MBS

Area Marketing and Communication

Number of sessions: 15

Term: Concentrations

Category: regular

Language: English

Professor: **IÑAKI GOROSTIZA ESQUERDEIRO**

E-mail: [igorostiza@faculty.ie.edu](mailto:igorostiza@faculty.ie.edu)

Iñaki Gorostiza graduated in Computer Engineering from the University of Deusto, where he also completed a Master's in Computer Engineering Management. He's now working on a Ph.D. in Computer Engineering, specializing in Digital Analytics.

Iñaki Gorostiza is the co-founder and Head of Digital Analytics at Lin3s Agency, a Google Service Partner with a team of 125 people. He also co-directs the Digital Analytics Postgraduate Degree program at both the University of Deusto and Complutense University of Madrid. Additionally, he has co-authored four books on marketing analytics, published by Anaya Multimedia.

With a proven track record, Iñaki Gorostiza possesses extensive experience as a Digital Analyst, having worked with major brands like Iberdrola, the Guggenheim Museum, and McDonald's, as well as numerous online businesses. He excels in areas such as Search Engine Optimization (SEO), Conversion Rate Optimization (CRO), and the Google 360 suite, showcasing his strong expertise in these domains.

### Office Hours

Office hours will be on request. Please contact at:

[igorostiza@faculty.ie.edu](mailto:igorostiza@faculty.ie.edu)

## SUBJECT DESCRIPTION

This course, designed for the International MBA program, offers practical insights into digital marketing, social media, mobile marketing, and analytics across 15 sessions. It's tailored to fit the modern business landscape and the unique needs of IE Business School's diverse MBA students.

The course begins with Digital Analytics, where you'll learn to use Google Analytics 4 for audience analysis and engagement tracking. You'll then explore social media and mobile marketing, gaining skills in content creation, audience engagement, and mobile campaign optimization.

We'll also cover SEO, Paid Advertising, and Email Marketing, providing you with the tools to improve online visibility, create effective ads, and develop targeted email campaigns. The course concludes with a section on Visualization and Insights, teaching you how to use tools like Looker Studio to turn data into actionable insights.

This course is designed to give you practical digital marketing skills that complement your MBA studies. By the end of the course, you'll be better prepared to tackle digital marketing challenges and opportunities in your career.

## LEARNING OBJECTIVES

**Understand the Fundamentals of Data-Driven Digital Marketing:** Gain a comprehensive understanding of the core principles that underpin data-driven strategies in digital marketing.

**Leverage Artificial Intelligence in Digital Marketing:** Learn how to effectively integrate AI technologies to enhance marketing strategies and decision-making processes.

**Learn the Basics of Google Analytics 4:** Acquire foundational knowledge in utilizing Google Analytics 4 for data analysis and insights.

**Navigate Google Consent Mode and Google Tag Manager:** Develop proficiency in managing user consent and tracking website analytics through Google Consent Mode and Google Tag Manager.

**Utilize Microsoft Clarity for Enhanced User Insights:** Learn to leverage Microsoft Clarity for obtaining detailed insights into user behavior and website performance.

**Explore Looker Studio for Data Visualization:** Gain skills in using Looker Studio (formerly Google Data Studio) for creating impactful data visualizations and reports.

**Effectively Manage Google Ads Campaigns:** Understand the intricacies of Google Ads and learn how to create, manage, and optimize campaigns for maximum impact.

**Advance SEO Knowledge and Techniques:** Deepen your understanding of Search Engine Optimization (SEO) and learn advanced tactics to improve website visibility and ranking.

**Incorporate Generative AI in Content Marketing:** Explore the use of generative AI tools to enhance content creation and personalize marketing strategies.

**Strategize for Social Media Marketing:** Develop strategic approaches to harness social media platforms for marketing, engagement, and brand building.

**Understand the Basics of Email Marketing:** Learn the fundamental principles of email marketing, including creating effective campaigns, managing mailing lists, and analyzing performance metrics.

## TEACHING METHODOLOGY

IE University teaching method is defined by its collaborative, active, and applied nature. Students actively participate in the whole process to build their knowledge and sharpen their skills. Professor's main role is to lead and guide students to achieve the learning objectives of the course. This is done by engaging in a diverse range of teaching techniques and different types of learning activities such as the following:

**Lectures:** Fundamental concepts will be introduced and explained in a clear and structured manner.

**Interactive Discussions:** Encourage students to ask questions and participate in class discussions to clarify doubts and gain deeper insights.

**Case Studies:** Real-world examples will be analyzed, enabling students to relate theoretical knowledge to practical scenarios.

**Practical Exercises:** Students will be given hands-on tasks to apply their knowledge, using real tools and platforms. This ensures learning by doing.

**Guest Speakers:** Industry experts might be invited to provide insights into the latest trends and practices in the field of AI in marketing.

**Group Projects:** Collaborative tasks will foster teamwork and allow students to share knowledge and expertise.

Each session will be supplemented with materials as outlined in the syllabus, which may include reading assignments, videos, toolkits, and additional resources. The combined methodology ensures a blend of theoretical knowledge and practical application, preparing students for real-world challenges in the dynamic field of AI-powered marketing.

<b>Learning Activity</b>	<b>Weighting</b>
Lectures	15.0 %
Discussions	15.0 %
Exercises in class, Asynchronous sessions, Field Work	5.0 %
Group work	35.0 %
Individual studying	30.0 %
<b>TOTAL</b>	<b>100.0 %</b>

## **AI POLICY**

### **Critical GenAI use is encouraged**

In this course, the use of generative artificial intelligence (GenAI) is encouraged, with the goal of developing an informed critical perspective on potential uses and generated outputs.

However, be aware of the limits of GenAI in its current state of development:

- If you provide minimum effort prompts, you will get low quality results. You will need to refine your prompts to get good outcomes. This will take work.

- Don't take ChatGPT's or any GenAI's output at face value. Assume it is wrong unless you either know the answer or can cross-check it with another source. You are responsible for any errors or omissions. You will be able to validate the outputs of GenAI for topics you understand.

- AI is a tool, but one that you need to acknowledge using. Failure to do so is in violation of academic honesty policies. Acknowledging the use of AI will not impact your grade.

## **PROGRAM**

### **SESSION 1 (LIVE IN-PERSON)**

Introduction to Online Marketing and Marketing Analytics I

- Introduction: Briefing on the objectives and the structure of the sessions, ensuring clarity on

what you will learn and how it applies to your broader MBA goals.

- Digital Marketing Essentials: Dive into the fundamentals of digital marketing, exploring key concepts, channels, and strategies that drive online engagement and conversions.
- Campaign Planning and Execution: Learn the step-by-step process of developing, launching, and managing digital marketing campaigns, focusing on objectives, target audience identification, channel selection, and performance measurement.
- The Role of Data Analytics in Marketing: Understand how analytics underpin every successful marketing campaign, providing insights into consumer behavior, campaign performance, and ROI optimization.
- Introduction to Technology in Marketing: While the broader course focuses on traditional and digital marketing strategies, this section introduces the concept of artificial intelligence (AI) in marketing as an emerging tool, covering its applications and potential impact without making it the centerpiece.
- Strategic Framework for Integrating Technology Solutions: Develop a strategic approach to considering and potentially incorporating AI and other technologies into marketing efforts, emphasizing strategic alignment with business goals and customer needs.

## **SESSION 2 (LIVE IN-PERSON)**

Introduction to Online Marketing and Marketing Analytics II

- Introduction: Briefing on the objectives and the structure of the sessions, ensuring clarity on what you will learn and how it applies to your broader MBA goals.  
Digital Marketing Essentials: Dive into the fundamentals of digital marketing, exploring key concepts, channels, and strategies that drive online engagement and conversions.
- Campaign Planning and Execution: Learn the step-by-step process of developing, launching, and managing digital marketing campaigns, focusing on objectives, target audience identification, channel selection, and performance measurement.
- The Role of Data Analytics in Marketing: Understand how analytics underpin every successful marketing campaign, providing insights into consumer behavior, campaign performance, and ROI optimization.
- Introduction to Technology in Marketing: While the broader course focuses on traditional and digital marketing strategies, this section introduces the concept of artificial intelligence (AI) in marketing as an emerging tool, covering its applications and potential impact without making it the centerpiece.
- Strategic Framework for Integrating Technology Solutions: Develop a strategic approach to considering and potentially incorporating AI and other technologies into marketing efforts, emphasizing strategic alignment with business goals and customer needs.

## **SESSION 3 (LIVE IN-PERSON)**

Digital Analytics Fundamentals I

- Introduction to Digital Analytics: Start with an overview of what digital analytics entails and why it's crucial for today's businesses. This section aims to contextualize digital analytics within the broader scope of digital marketing and business strategy, highlighting its importance in

measuring, analyzing, and improving online performance.

- Google Analytics 4 Fundamentals: Dive into the specifics of GA4, the latest iteration of Google's analytics service. Understand the key differences between GA4 and its predecessors, focusing on its enhanced machine learning capabilities and more user-centric measurement model. This part of the module will lay the groundwork for navigating the GA4 environment effectively.
- First Steps: Guide students through the initial setup process of a GA4 property. This practical session will cover account creation, property setup, and basic configuration settings. The aim is to familiarize students with the process of integrating GA4 into their digital platforms, ensuring they can start collecting data efficiently.
- Google Analytics 4 Interface: Explore the GA4 interface in detail, learning how to navigate through various reports and tools available within the platform. This section will focus on understanding the layout, finding key metrics, and utilizing reports to extract actionable insights. Students will learn how to customize their dashboard to monitor the metrics that matter most to their specific business objectives.

## **SESSION 4 (LIVE IN-PERSON)**

### Digital Analytics Fundamentals II

- Audience Analysis: Campaign Tracking and Acquisition Analysis: This section emphasizes understanding your audience and measuring the effectiveness of your marketing campaigns. Learn to track campaigns in Google Analytics 4, from setting up UTM parameters to analyzing acquisition channels. This knowledge will help you identify which marketing efforts are driving the most valuable traffic to your website and how to allocate resources effectively.
- Engagement Tracking and Analysis: Dive into the metrics that matter when it comes to measuring user engagement on your site. Explore how to track interactions such as page views, events, and conversions in GA4, understanding user behavior and the content that resonates with your audience. This analysis is crucial for optimizing your site's user experience and improving conversion rates.
- Microsoft Clarity: Introduce Microsoft Clarity, a free analytics tool that provides insights into how users interact with your website through features like heatmaps and session recordings. Learn how to integrate Clarity with your website, and use its insights to complement your analytics data from GA4. This tool can be particularly useful for visualizing user behavior, identifying friction points on your site, and making data-driven decisions to enhance website usability.

## **SESSION 5 (LIVE IN-PERSON)**

### Digital Analytics Fundamentals III

- Google Tag Manager Fundamentals: Start with an introduction to GTM, a powerful tool that simplifies the process of managing tags (snippets of code or tracking pixels) on your website without having to modify the code directly. Learn how to set up GTM accounts and containers, implement tags for various tracking purposes (e.g., Google Analytics, AdWords conversion tracking), and utilize triggers and variables to control when and how tags are executed. This knowledge enables precise tracking of user behaviors and more effective campaign management.

- **Google Consent Mode: Cookieless Tracking with AI:** As privacy regulations tighten and the digital world moves towards a cookieless future, understanding Google Consent Mode becomes crucial. This section covers how Consent Mode allows you to adjust how Google tags behave based on the consent status of your users, ensuring compliance with privacy laws like GDPR and CCPA. Explore how AI and machine learning are leveraged to fill in the data gaps when cookies are not available, ensuring that you can still gain valuable insights into user behavior without compromising on privacy.
- **Conversion Tracking and Analysis:** Concluding the module, we focus on the critical aspect of conversion tracking. Learn how to define and track conversions in both Google Analytics and Google Tag Manager, understanding the path users take to complete a conversion on your site. This section emphasizes analyzing conversion data to identify trends, optimize marketing strategies, and improve overall ROI. Gain insights into attribution modeling and understand the role of various touchpoints in the conversion process.

## **SESSION 6 (LIVE IN-PERSON)**

### Privacy, Measurement and Digital Marketing in a Cookie-Less World

- **Understanding the Legal Landscape Around Data Privacy:** Navigating the complex world of data privacy laws and regulations is essential for any organization handling user data. Understanding key legislation such as GDPR, CCPA, and other regional privacy laws is crucial to ensure compliance and protect user data. These regulations govern how data can be collected, stored, and used, imposing strict requirements on transparency, consent, and user rights. Staying informed about these laws helps safeguard your organization against legal penalties and builds trust with your users.
- **Learning About the Implications of a World Without Third-Party Cookies:** The digital landscape is shifting towards a cookie-less future, driven by growing privacy concerns and regulatory changes. Third-party cookies, which have been a cornerstone of online advertising and tracking, are being phased out by major browsers. This shift has significant implications for marketers and advertisers, as it challenges traditional methods of tracking user behavior and targeting ads. Adapting to this change requires exploring alternative tracking methods and placing a greater emphasis on first-party data and user privacy.
- **Developing Strategies to Ensure Compliance and Adapt to Changes:** To thrive in an evolving digital environment, businesses must develop robust strategies for compliance and adaptation. Start by conducting a thorough audit of your data collection and processing practices to ensure they align with current privacy laws. Implement clear and transparent privacy policies, and obtain explicit user consent for data collection. Invest in technologies that enhance data security and user privacy. Additionally, explore new marketing approaches that do not rely on third-party cookies, such as leveraging first-party data, contextual advertising, and enhancing user experiences. By proactively addressing these challenges, you can ensure compliance and maintain user trust while adapting to the future of digital marketing.

## **SESSION 7 (LIVE IN-PERSON)**

Use cases of AI in content marketing and copywriting

- **Basics and Fundamentals:** Begin with an introduction to content marketing and copywriting, outlining their importance in today's digital marketing strategies. Understand the roles of content marketing and copywriting in building brand awareness, engagement, and customer loyalty. Learn the principles of creating valuable, relevant, and consistent content that attracts and retains a clearly defined audience.
- **Best Practices:** Dive into the best practices for content marketing and copywriting, including audience research, SEO optimization, storytelling, and crafting clear and persuasive calls-to-action (CTAs). Explore strategies for various content formats, such as blogs, videos, infographics, and social media posts, ensuring that content not only attracts attention but also drives measurable engagement and conversion.
- **Recommended Tools:** Familiarize yourself with a range of tools and platforms that can aid in content creation, distribution, and performance analysis. This section covers content management systems (CMS), SEO tools, social media management tools, and analytics platforms. Understanding how to leverage these tools can streamline content marketing efforts and enhance campaign effectiveness.
- **Case Studies:** Analyze real-world case studies of successful content marketing and copywriting campaigns. These examples will highlight innovative strategies, creative execution, and the impact of well-crafted content on business goals. Discuss lessons learned and how these insights can be applied to your own content marketing initiatives.
- **Practical Exercises:** Apply your knowledge through hands-on exercises designed to enhance your content creation and copywriting skills. Activities may include developing content strategy plans, writing blog posts or social media content, optimizing content for SEO, and analyzing the effectiveness of existing content campaigns. These exercises provide an opportunity to experiment with different techniques and receive feedback on your work.

## **SESSION 8 (LIVE IN-PERSON)**

Marketing Automation: Boosting your Content Marketing strategy

- Understand the fundamentals of content marketing and copywriting within the context of marketing automation.
- Learn how to use tools like Zapier and Make (formerly Integromat) to streamline marketing workflows.
- Explore practical use cases of AI in content marketing and copywriting to enhance efficiency and creativity.
- Engage in hands-on exercises to apply automation and AI-driven solutions effectively.

## **SESSION 9 (LIVE IN-PERSON)**

Generative AI for Images and Videos

- **Basics and Fundamentals:** Start with an introduction to Generative AI, explaining the technology behind AI-generated images and videos. This section covers how generative models work, including Generative Adversarial Networks (GANs) and other AI algorithms, to produce new content that is often indistinguishable from human-created work. Understand the scope of Generative AI's capabilities and its role in the future of digital content creation.

- **Best Practices:** Dive into the best practices for using Generative AI in creating images and videos. Learn how to define your objectives, select the right model for your needs, and refine AI-generated outputs to meet your creative and marketing goals. This section emphasizes the importance of ethical considerations and copyright issues when using AI to generate content.
- **Recommended Tools:** Explore a range of tools and platforms that facilitate the creation of AI-generated images and videos. This includes software and online services that offer access to Generative AI technologies, such as DeepArt, Runway ML, and others, each with unique features suited for different types of creative projects. Understand the pros and cons of various tools to make informed decisions for your projects.
- **Case Studies:** Analyze real-world examples where businesses and creators have successfully utilized Generative AI for image and video creation. These case studies will showcase innovative applications, highlighting how AI can enhance creativity, streamline production processes, and achieve marketing objectives.
- **Practical Exercises:** Engage in hands-on exercises designed to put your learning into practice. Tasks may include generating images or short videos for specific marketing campaigns, experimenting with different AI models to achieve desired aesthetics, and critiquing AI-generated content based on quality, relevance, and impact. These exercises will help you gain practical experience with Generative AI tools and techniques.

## **SESSION 10 (LIVE IN-PERSON)**

### SEO Fundamentals and Use cases of AI in SEO I

- **Basics and Fundamentals:** This section introduces the core principles of SEO, including how search engines operate, the significance of keywords, the distinction between on-page and off-page SEO, and the impact of content quality and user experience on search rankings. It lays the groundwork for understanding effective strategies to enhance website visibility and user engagement.
- **Best Practices:** Delve into SEO best practices that are crucial for achieving and maintaining high search rankings while ensuring a positive user experience. Topics covered include keyword research and optimization, content creation strategies, site architecture considerations, mobile optimization, and the importance of building quality backlinks.
- **Recommended Tools:** Explore a selection of tools critical for effective SEO management, including keyword research tools (e.g., Google Keyword Planner, SEMrush), analytics platforms (e.g., Google Analytics, Google Search Console), and SEO monitoring tools (e.g., Moz, Ahrefs). This section aims to familiarize students with the functionalities of these tools in crafting and refining SEO strategies.
- **Case Studies:** Analyze case studies demonstrating successful SEO strategies implemented by companies across various industries. These real-world examples will provide insights into practical applications of SEO tactics, challenges faced, and the outcomes achieved, offering valuable lessons on integrating SEO into broader digital marketing efforts.
- **Measuring SEO Campaigns:** Learn how to quantify the success of SEO campaigns using key performance indicators (KPIs) such as search engine ranking positions (SERPs), organic traffic, click-through rates (CTR), and conversion rates. This section emphasizes the role of

- data analysis in evaluating SEO effectiveness and making informed adjustments to strategies.
- Practical Exercises: Engage in practical exercises designed to apply theoretical knowledge to real-world scenarios. Tasks may include conducting keyword research for a hypothetical product launch, optimizing web content for selected keywords, and developing a link-building plan. These exercises aim to reinforce learning through active participation and problem-solving.
- Use Cases of AI in SEO: Introduce how AI is being used to enhance SEO strategies, from automating keyword research and content creation to personalizing user experiences and improving site performance. Discussion will include an overview of AI-powered tools and platforms that offer innovative solutions to traditional SEO challenges.

## **SESSION 11 (LIVE IN-PERSON)**

### SEO Fundamentals and Use cases of AI in SEO II

- Basics and Fundamentals: This section introduces the core principles of SEO, including how search engines operate, the significance of keywords, the distinction between on-page and off-page SEO, and the impact of content quality and user experience on search rankings. It lays the groundwork for understanding effective strategies to enhance website visibility and user engagement.
- Best Practices: Delve into SEO best practices that are crucial for achieving and maintaining high search rankings while ensuring a positive user experience. Topics covered include keyword research and optimization, content creation strategies, site architecture considerations, mobile optimization, and the importance of building quality backlinks.
- Recommended Tools: Explore a selection of tools critical for effective SEO management, including keyword research tools (e.g., Google Keyword Planner, SEMrush), analytics platforms (e.g., Google Analytics, Google Search Console), and SEO monitoring tools (e.g., Moz, Ahrefs). This section aims to familiarize students with the functionalities of these tools in crafting and refining SEO strategies.
- Case Studies: Analyze case studies demonstrating successful SEO strategies implemented by companies across various industries. These real-world examples will provide insights into practical applications of SEO tactics, challenges faced, and the outcomes achieved, offering valuable lessons on integrating SEO into broader digital marketing efforts.
- Measuring SEO Campaigns: Learn how to quantify the success of SEO campaigns using key performance indicators (KPIs) such as search engine ranking positions (SERPs), organic traffic, click-through rates (CTR), and conversion rates. This section emphasizes the role of data analysis in evaluating SEO effectiveness and making informed adjustments to strategies.
- Practical Exercises: Engage in practical exercises designed to apply theoretical knowledge to real-world scenarios. Tasks may include conducting keyword research for a hypothetical product launch, optimizing web content for selected keywords, and developing a link-building plan. These exercises aim to reinforce learning through active participation and problem-solving.
- Use Cases of AI in SEO: Introduce how AI is being used to enhance SEO strategies, from automating keyword research and content creation to personalizing user experiences and improving site performance. Discussion will include an overview of AI-powered tools and

platforms that offer innovative solutions to traditional SEO challenges.

## **SESSION 12 (LIVE IN-PERSON)**

Paid advertising fundamentals and use cases of AI in paid advertising

- Basics and Fundamentals: Begin with an overview of paid advertising, including key concepts like pay-per-click (PPC), display ads, social media advertising, and search engine marketing (SEM). Understand the different platforms available for paid advertising, such as Google Ads, Facebook Ads, and LinkedIn Ads, and how they can be used to target specific audiences.
- Best Practices: Dive into the best practices for creating effective paid advertising campaigns. Learn how to select the right keywords, craft compelling ad copy, design engaging visuals, and target your ads to the right audience segments. Emphasize the importance of A/B testing and continuous optimization to improve campaign performance.
- Recommended Tools: Explore a variety of tools and software that assist in creating, managing, and optimizing paid advertising campaigns. This includes ad creation tools, keyword research tools like Google Keyword Planner, and campaign management platforms such as Google Ads and Facebook Business Manager. Additionally, introduce AI-powered tools that automate and enhance ad targeting and optimization processes.
- Case Studies: Analyze case studies of successful paid advertising campaigns that have utilized AI technologies. These real-world examples will illustrate how AI can be leveraged for audience targeting, bid optimization, and predictive analytics to improve campaign ROI. Discuss lessons learned and actionable insights that can be applied to future campaigns.
- Measuring Google Ads Campaigns: Focus on the specific metrics and tools used to measure the success of Google Ads campaigns, including click-through rates (CTR), conversion rates, cost per acquisition (CPA), and return on ad spend (ROAS). Learn how to use Google Ads' built-in analytics features and Google Analytics to track campaign performance and make data-driven decisions.
- Practical Exercises: Engage in hands-on exercises designed to apply the concepts learned throughout the module. Tasks might include setting up a Google Ads campaign, conducting keyword research, creating ad copy, and analyzing campaign data to identify areas for improvement. These exercises provide practical experience in managing paid advertising campaigns and utilizing AI for optimization.

## **SESSION 13 (LIVE IN-PERSON)**

Business Intelligence with Looker Studio I

- Introduction to Business Intelligence: Begin with an overview of BI, its importance in today's data-driven business environment, and how it enables companies to make strategic decisions based on data analysis and interpretation. This section sets the stage for understanding the role of BI tools like Looker Studio in transforming raw data into actionable insights.
- Looker Studio Interface: Dive into the Looker Studio platform, starting with its interface. This part of the module will familiarize students with the dashboard environment, navigation, and key features of Looker Studio. Learn how to access and organize your data reports effectively within the platform.

Integrating Data Sources: Learn how to connect Looker Studio to various data sources such as Google Sheets, Google Analytics, and SQL databases. This section covers the process of adding and configuring data sources in Looker Studio to ensure accurate and efficient data analysis.

- First Steps: Guide students through the initial steps of creating a report in Looker Studio, including selecting a data source, understanding the data field types, and basic report setup. This foundational knowledge is crucial for building effective and insightful data visualizations.
- Charts and Selectors: Explore the wide range of visualization options available in Looker Studio, including charts, graphs, tables, and selectors. Learn how to choose the appropriate type of visualization for your data and objectives. This section emphasizes customizing charts and selectors to highlight key metrics and trends clearly.
- Templates and Customization: Introduce the use of templates in Looker Studio for quick report creation, along with advanced customization techniques to tailor reports to specific business needs. Discover how to modify templates, apply branding, and create interactive reports that engage stakeholders.
- Practical Exercises: Engage students in hands-on exercises to apply what they've learned. Tasks may include connecting Looker Studio to a data source, creating a basic report, experimenting with different types of charts and selectors, and customizing a report template to present data insights effectively.

## **SESSION 14 (LIVE IN-PERSON)**

### Business Intelligence with Looker Studio II

- Introduction to Business Intelligence: Begin with an overview of BI, its importance in today's data-driven business environment, and how it enables companies to make strategic decisions based on data analysis and interpretation. This section sets the stage for understanding the role of BI tools like Looker Studio in transforming raw data into actionable insights.
- Looker Studio Interface: Dive into the Looker Studio platform, starting with its interface. This part of the module will familiarize students with the dashboard environment, navigation, and key features of Looker Studio. Learn how to access and organize your data reports effectively within the platform.
- Integrating Data Sources: Learn how to connect Looker Studio to various data sources such as Google Sheets, Google Analytics, and SQL databases. This section covers the process of adding and configuring data sources in Looker Studio to ensure accurate and efficient data analysis.
- First Steps: Guide students through the initial steps of creating a report in Looker Studio, including selecting a data source, understanding the data field types, and basic report setup. This foundational knowledge is crucial for building effective and insightful data visualizations.
- Charts and Selectors: Explore the wide range of visualization options available in Looker Studio, including charts, graphs, tables, and selectors. Learn how to choose the appropriate type of visualization for your data and objectives. This section emphasizes customizing charts and selectors to highlight key metrics and trends clearly.
- Templates and Customization: Introduce the use of templates in Looker Studio for quick report

creation, along with advanced customization techniques to tailor reports to specific business needs. Discover how to modify templates, apply branding, and create interactive reports that engage stakeholders.

- Practical Exercises: Engage students in hands-on exercises to apply what they've learned. Tasks may include connecting Looker Studio to a data source, creating a basic report, experimenting with different types of charts and selectors, and customizing a report template to present data insights effectively.

## **SESSION 15 (LIVE IN-PERSON)**

### **Final Individual Exam**

### **EVALUATION CRITERIA**

<b>criteria</b>	<b>percentage</b>	<b>Learning Objectives</b>	<b>Comments</b>
Individual work	40 %		
Group Work	40 %		
Class Participation	20 %		

### **FAILING GRADE AND REASSESSMENT**

When students receive a Fail in a course, they have the opportunity to present themselves for reassessment in order to earn the necessary credits toward graduation.

The reassessment of students should be scheduled between 5 and 10 working days after the review session takes place.

Grades for the reassessment are limited to a Low Pass and Fail.

Both, the initial Fail as well as the grade of the reassessment remain on the transcript. For the purpose of calculating the GPA however, only the grade of the reassessment is to be considered. Students receiving a failing grade in the reassessment of a course will not be able to continue in the program.

### **BEHAVIOR RULES**

Please, check the University's Code of Conduct [here](#). The Program Director may provide further indications.

Punctuality: Late arrivals are marked "Absent". Exceptions are only for pre-notified delays, subject to professor's discretion.

Name Cards & Seating: Bring your name card and adhere to the seating chart for easier identification.

Stay in the Room: Exiting during lectures without prior notice results in an absence. Returning is prohibited.

Avoid Side Conversations: Respect the presenter. Raise your hand for questions or approach the professor post-lecture. Disruptive behavior may lead to expulsion and an absence mark.

Laptop Usage: Only use laptops for lecture-related content. Unauthorized or unrelated browsing results in removal from class and an absence.

No Phones Allowed: A strict "Phone-free Classroom" policy is in place. Using phones or tablets in class leads to expulsion and an absence.

Escalation Rule (1/3/5): Disciplinary expulsions count as absences. The first offense equals one absence, the second equals three, and the third and subsequent violations equal five absences each.

## ATTENDANCE POLICY

Please, check the University's Attendance Policy [here](#). The Program Director may provide further indications.

Objective: To offer IE University students a world-class education through mandatory attendance.

Class Attendance:

Mandatory Attendance: Bachelor's and master's degree students must attend 100% of all sessions (live in-person, asynchronous, and live online).

Exceptions: Only 20% absences allowed due to exceptional reasons. Exceeding 20% leads to individual case review by Program Management.

Failure Policy: Attendance below 80% results in a course fail. For bachelor's, this affects ordinary and extraordinary calls for the year.

For master's, they must get a Low Pass in a retake or risk expulsion.

Monitoring: Professors monitor attendance in all types of sessions, with asynchronous sessions checked via task completions.

Inquiries: Address attendance concerns with Program Management, not faculty.

In-person Sessions Guidelines:

Punctuality: Arriving late or leaving early leads to an absence mark.

Behavior: Disruptive behaviors or misuse of devices can result in expulsion from class and an absence mark.

Smoking: Not permitted indoors.

Cleanliness: Maintain classroom hygiene.

Online Sessions Guidelines:

Camera On: Cameras must be kept on throughout.

Professional Setting: Must be seated at a desk, in a professional environment, and dressed appropriately.

Behavior: Polite and mature interactions required.

Tech Requirements: Proper equipment and Zoom (if applicable) with an IE University email.

Punctuality: Late entry or early exit results in an absence mark.

Recordings:

Not available for in-person sessions, except in special circumstances approved by Program Management.

Available for only 80 days.

## **ETHICAL POLICY**

Please, check the University's Ethics Code [here](#). The Program Director may provide further indications.

