

PRST 313: WEBSITE AND SOCIAL ANALYTICS

The course introduces website analytics where organizations need to understand the customer behavior through the process of measuring, collecting, and analyzing website traffic data to improve the user experience and conversion rate. It further introduces social analytics to understand the emotions behind a social media mention, evaluate brand perception, monitor marketing initiatives, identify potential crisis situations, analyze reach and influence, and use all of these to increase reach and influence.

Credits: 3

Department: [Business](#)