

## Vak: Digital Analytics

credits: 5

|                     |                   |                   |                                      |
|---------------------|-------------------|-------------------|--------------------------------------|
| <b>Vakcode</b>      | ICVB20TLS2        | <b>Werkvormen</b> | Hoorcollege                          |
| <b>Naam</b>         | Digital Analytics |                   | Projectonderwijs                     |
| <b>Studiejaar</b>   | 2022-2023         | <b>Toetsen</b>    | Digital Analytics - Overige toetsing |
| <b>ECTS credits</b> | 5                 |                   |                                      |
| <b>Taal</b>         | Engels            |                   |                                      |
| <b>Coördinator</b>  | S. Veldstra       |                   |                                      |

### Leeruitkomsten

#### Competences

#### Programme learning outcomes Junior professionals:

##### 1. Context & strategy

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.

#### Level 3 (final project phase)

**Analyse** relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.

#### Where assessed?

N/A

1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.

**Monitor** recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.

N/A

##### 1. Target group & behaviour

1. Conduct applied research in a methodological way and use suitable research methods.

Conduct research in a methodological way, use suitable research methods and **evaluate** the research.

**Digital Analytics**

1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.

**Evaluate** the needs, wishes and (inter)cultural factors of **all relevant** stakeholders, and translate them into a professional product.

**Digital Analytics**

1. Account for communication

**Assess** insights from knowledge and theory

N/A

### Inhoud

The immense amount of data collected each day is a goldmine for marketers and communication professionals. Many devices are linked to different apps and collect data that gives insight in the behaviour of the users. This data can be used to create detailed customer profiles and to predict future behaviour of the target group. Marketers and communication professionals can use this data to produce different (online) communication interventions as part of the marketing communication strategy. Privacy and ethics play an important role in this course. How far can we go with creating these detailed customer profiles? Where do we draw the line when it comes to privacy and ethics?

In this course, students create a customer profile based on available data. Students will work with different data sources such as databases/CRM, social media analytics and Google Analytics. Topics to be discussed are GDPR/privacy, CRM/database management, data analysis and data visualisation.

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|  | interventions based on knowledge, theory and research insights.  | in order to support effective communication interventions.   |                          |  |
|  |  |  | <b>Develop a</b>         |  |
| 1. <b>Concept &amp; creation</b>   | 1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.  | creative concept using creative methods and techniques, and <b>account</b> for the extent to which the concept is suitable for the target group as well as the organisation's goals. | <b>N/A</b>               |  |
| 1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.                                | <b>Account</b> for the application of channels and (digital) tools in order to deliver communication suitable for the target group.  |  | <b>N/A</b>               |  |
| 1. Create relevant content tailored to the concept and the organisation's goals.   | <b>Create</b> relevant content and/or a <b>prototype of a professional product</b> , and <b>substantiate</b> the way that it is/they are tailored to the organisation's goals.                                       |  | <b>N/A</b>               |  |
| 1. <b>Planning &amp; organisation</b>  | 1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.   | <b>Design the communication plan</b> for and organise the implementation of a <b>complex professional product</b> , <b>taking into account</b> target groups, goals and budgets.     | <b>N/A</b>               |  |
| 1. <b>Persuasion &amp; commitment</b>  | 1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.  | <b>Advise</b> on the organisation's communication, taking into account the organisation's goals and communication strategy in a <b>complex context</b> .                             | <b>Digital Analytics</b> |  |
| 1. Communicate[1] orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment. | <b>Communicate</b> orally and in writing in a correct, target group-oriented, business-like and <b>convincing manner</b> , and are able to explain their points of view in both internal and external communication. |  | <b>N/A</b>               |  |
| 1. <b>Connection &amp; facilitation</b>  | 1. Organise interaction and collaboration, arrange   | <b>Organise</b> interaction and collaboration, arrange   | <b>N/A</b>               |  |

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| networking or other meetings, expand their national and international network, and draw on this specific knowledge or information. | networking or other meetings, expand their national and international network, and draw on this specific knowledge or information requirement. |
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|---|--|------------|
| 1. Recognise opportunities, develop initiatives and dare to experiment. | Are able to think <b>out of the</b> box, experiment and create or co-create novel solutions. | <b>N/A</b> |
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**Opgenomen in opleiding(en)**

International Communication

**School(s)**

Instituut voor Communicatie, Media & IT

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