Course Syllabus

Code - Course Title	**ÖVA505 - Web Analytics**
Course Type	I. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DOÇ. DR. HAKAN KILINÇ

Mode of Delivery	The mode of delivery of this course is distance education
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	Determined by the graduate adviser based on student needs
Recommended Resources	FIRAT, M. (2015). Eğitim Teknolojileri Araştırmalarında Yeni Bir Alan: Öğrenme Analitikleri. Mersin Üniversitesi Eğitim Fakültesi Dergisi, 11(3).
Work Placement	N/A

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to Web Analytics	
Week - 2		Basic Concepts of Web Analytics: Client and Server Logs, Digital Data, Web, Analytic	
Week - 3		Web Analytics Categories: off-site and on-site web analytics	
Week - 4		Usage Areas of Web Analytics: Web Sites, Optimization, Performance, User Interactions, User Behaviors, Comparison, Segmentation	
Week - 5		Performance Indicators and Analytical Techniques	
Week - 6		Real Time Web Analytics	
Week - 7		Reporting of Web Analytics	
Week - 8		Dashboards	
Week - 9		Special Techniques and Reports for Google	
Week - 10		Visualization of Web Analytics	
Week - 11		Google Analytics: Management, Reporting, Customization	
Week - 12		Mint	
Week - 13		Open Web Analytics	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 14		Piwic: Multidirectional Web Analytics	

Learning Outcomes

#	Learning Outcome
1	To distinguish the approaches of web analytics
2	To classify Web analytics tools
3	Selecting the right Web analytics technologies

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.