

## COURSE DESCRIPTION

<b>Name of the higher education institution:</b> <i>University of Presov</i>	
<b>Name of the faculty/university workplace:</b> <i>Faculty of Management and Business</i>	
<b>Course code:</b> 7MMO/MAVM-D-OMMA/26	<b>Course title:</b> Marketing Analytics and Performance Marketing
<p><b>Type, scope and method of educational activity:</b>            Type of educational activities: seminars            Scope of training activities: 1 h lecture and 1 h seminars per week            Method of learning activities: combined; max. 30% distance learning, via MS Teams, Moodle or other application and platforms.</p>	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 2nd and 4th semester (SS)	
<b>Degree of study:</b> 1.	
<b>Prerequisites:</b> -	
<p><b>Conditions for passing the course:</b>  <b>Method of evaluation and completion of the course:</b> Continuous assessment</p> <p><b>The condition for successful completion of the course:</b>            Students are required to meet the following requirements:</p> <ol style="list-style-type: none"> <li>1. submission of 4 ongoing assignments during the semester, accounting for 40% of the overall assessment;</li> <li>2. preparation and defense of an analytical report, accounting for 30% of the overall assessment;</li> <li>3. preparation and defense of a business intelligence dashboard, accounting for 30% of the overall assessment.</li> </ol> <p>Successful completion of the course is conditional upon meeting the requirements specified in points 2 and 3. Without submitting the analytical report and the business intelligence dashboard, the course cannot be successfully completed.</p> <p>The grading criteria for individual grades are as follows:            A: 100.00-90.00%; B: 89.99-80.00%; C: 79.99-70.00%; D: 69.99-60.00%; E: 59.99-50.00%; FX: 49.99% and below. A student who obtains less than 50% will receive the grade FX. Completion of the course is conditional upon the successful fulfillment of the specified requirements and compliance with the attendance requirements in accordance with the Study Regulations of the University of Prešov.</p>	

**Learning outcomes:**

Upon successful completion of the course Marketing Analytics and Performance Marketing, the student will have achieved the following qualification standard.

**KNOWLEDGE:**

- Has basic theoretical knowledge of the analytical processing of a broader range of data, with an emphasis on the current needs of marketing professionals.
- Has sufficient knowledge to interpret the basic outputs of marketing analytics.
- Is able to define and interpret the basic concepts of performance marketing.
- Is able to explain and justify the importance of this area for managerial and marketing purposes.
- Is able to formulate basic recommendations based on analytical outputs and present the results professionally.

**SKILLS:**

- Is able to independently and effectively apply the principles of analytical data processing in marketing practice.
- Is able to design, set up, and evaluate performance campaigns in market conditions and in situations that companies may encounter.
- Has practical know-how in using selected tools and platforms applied in practice, is able to navigate their interfaces, and use them effectively.
- Possesses the skills to evaluate data in the area of data-driven marketing in the context of supporting specific business and marketing indicators.

**COMPETENCIES:**

- Is able to demonstrate the ability to create specific performance campaigns and evaluate important metrics in business practice.
- Is able to demonstrate the ability to make independent decisions in marketing based on data.
- Is able to think critically and conduct professional discussion in the given field.

**Course content:**

1. Marketing Analytics and Performance Marketing: basic concepts, importance, and position within a company.
2. Data-Driven Marketing Decision-Making: the role of analytics in marketing management and decision-making processes.
3. Marketing Metrics and Performance Indicators of Marketing Activities.
4. Customer Behavior, Customer Journey, Conversion Funnel, and Attribution.
5. Web Analytics and Google Analytics: basic environment, dimensions, metrics, and events.
6. Analysis of Website Traffic, Acquisition Channels, User Behavior, and Conversions in Google Analytics.
7. Fundamentals of Data Processing: data preparation, data cleaning, and descriptive analysis.
8. Fundamentals of Data Visualization and the Presentation of Analytical Outputs in Marketing.
9. Interpretation of Analytical Outputs and Formulation of Recommendations for Marketing Practice.

10. Development of Marketing Dashboards and Reporting of Analytical Outputs.
11. Business Intelligence in Marketing Practice: integration of data sources and support for managerial decision-making.
12. Personal Data Protection, Privacy, Ethics, and the Possibilities of Using AI in Marketing Analytics.
13. Presentation and Evaluation of Analytical Outputs, Dashboards, and Acquired Knowledge and Skills.

**Recommended literature:**

1. HAIR, J.F., JR., HARRISON, D.E. AND AJJAN, H., 2024. Essentials of Marketing Analytics. New York: McGraw Hill. ISBN 978-1260716283.
  2. AULT, S.V., LIAO, S.N. AND MUSOLINO, L., 2025. Principles of Data Science. Houston: OpenStax. ISBN 978-1-961584-60-0.
  3. BENDLE, N.T., FARRIS, P.W., PFEIFER, P.E. AND REIBSTEIN, D.J., 2016. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance. 3rd ed. New Jersey: Pearson Education.
  4. MANGOLD, B., 2018. Learning Google AdWords and Google Analytics. Loves Data. ISBN 978-0994390448.
  5. PERREY, J. et al., 2016. Marketing Performance: How Marketers Drive Profitable Growth. Wiley. ISBN 978-1119278337.
- RIGELSKÝ, M. AND FEDORKO, R., 2025. Marketingový výskum v kontexte digitálnej éry. 1. vyd. Bookman. ISBN 9788081656132.

**Language which is necessary to complete the course:** English Language

**Notes:**

Distribution of student workload:

20 % of workload – direct teaching activities (lectures, seminars)

60 % of workload – independent student work (preparation for seminars, work on continuous assessment outputs)

20 % of workload – self-study

Students with specific needs are provided with an individualized approach based on the recommendation of the faculty coordinator for students with specific needs.

In the case of distance learning, teaching and assessment will take place via Microsoft Teams, Moodle (LMS), or other applications and platforms (using official email addresses: @unipo.sk, @smail.unipo.sk).

**Course evaluation**

Total number of students evaluated:

A	B	C	D	E	FX

**Lecturers:**

Lecturer: doc. PhDr. Mária Oleárová, PhD.,MBA; Mgr. Martin Rigelský, PhD.

Seminar leader: Mgr. Martin Rigelský, PhD.

**Date of last change:** 27.2.2026