	Specification table						
	Course code:	328060-M3 (fall, block 1; spring, block 3)					
	Course name:	Online Data Collection and Management					
	Test Type:	Computer exam (60%), open and closed questions					
	Cognitive skills						
Tested subjects (corresponding learning goal*). student are able to	Knowledge	Comprehension	Analysis	Application	Evaluation	Synthesis	Number of questions/ percentage score points per learning goal
1 Explain how web data has been used in the academic marketing literature		10%					10%
2 Select web data sources and evaluate their value in the context of a specific research question or business problem	5%				15%		20%
3 Design the web data collection while balancing validity, technical feasibility and exposure to legal/ethical risks			20%				20%
4 Collect data via web scraping and Application Protocol Interfaces (APIs) by mixing, extending and repurposing code snippets				15%		25%	40%
5 Document and archive collected data, and make it available for public (re)use	10%						10%
Number of questions/ percentage score points per thinking skill	15.0%	10.0%	20.0%	15.0%	15.0%	25.0%	100%

		Cognitive skills						
								Specification table

Specification table

Course code:	328061-M3 (fall, block 3) and 328060-M3 (spring, block 1)
Course name:	Online Data Collection and Management
Test Type:	Team assignment (40%; 8% individual component assessed via self- and peer assessment)

Tested subjects (corresponding learning goal*). student are able to	Knowledge	Comprehension	Analysis	Application	Evaluation	Synthesis	Number of questions/ percentage score points per learning goal
1 Explain how web data has been used in the academic marketing literature							0%
2 Select web data sources and evaluate their value in the context of a specific research question or business problem					15%		15%
3 Design the web data collection while balancing validity, technical feasibility and exposure to legal/ethical risks			20%				20%
4 Collect data via web scraping and Application Protocol Interfaces (APIs) by mixing, extending and repurposing code snippets						50%	50%
5 Document and archive collected data, and make it available for public (re)use				15%			15%
Number of questions/ percentage score points per thinking skill	0.0%	0.0%	20.0%	15.0%	15.0%	50.0%	100%

Cognitive skill	Explanation	Verbs
Knowledge	Students should be able to remember information and reproduce it.	Name, mention, summarize, recall, reproduce, define, describe
Comprehension	Students have to interpret the study material and give account of it in their own words.	Prove, demonstrate, identify, interpet, explain, clarify, justify
Application	Students use the taught material "plug and play" in a new situation. (In case application in a practical situation goes beyond "plug and play" it is a combination of analysis and evaluation.)	Illustrate, use, assess, construct, apply, calculate, determine
Analysis	Students analyze and break up the study material and then relate the various pieces to each other.	Compare, analyze, relate, prove, split, discriminate, distinguish
Evaluation	Students give reasoned judgments of information on the basis of internal and external criteria, principles and ideas.	Comment on, evaluate, review, interpret, give opinion, argue, reason
Synthesis/ Creation	Students bring components together to create something new/unique. (For example different theories, concepts, disciplines, models, or studies.)	Deduce from, conclude, design, draw, devise, put together, unravel