

CONTINUING EDUCATION

COURSE OUTLINE – Google Analytics

INSTRUCTOR: N/A

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PREREQUISITE(S): None

REQUIRED TEXT/RESOURCE MATERIALS:

Course materials are included.

CALENDAR DESCRIPTION:

Google Analytics is the most popular web analytics software on the market. Whether in small business management or as part of a larger marketing effort, an understanding of how to design and execute campaigns in Google Analytics is becoming increasingly important for marketing success. This course will teach learners to use the application's tools to uncover marketing and sales data, attract web traffic, increase conversions, and create targeted marketing campaigns. The material assumes no prior knowledge of web analytics.

CONTACT HOURS: 3 hours

CEUs: 0.3

PDU: 3

DELIVERY MODE: Online self-paced

TRANSFERABILITY: N/A

GRADING CRITERIA:

Upon successful completion of the course, you will receive a Certificate of Completion.

EVALUATIONS: Learners must achieve a test score of at least 70% to meet the minimum successful completion requirement and qualify to receive IACET CEUs.

The following list outlines the PDUs you will earn for completing this course, based on the certification you have.

Designation	Technical	Leadership	Strategic/Business	TOTAL
PMP®/PgMP®	1	0.75	1.25	3
PMI-RMP®	0	0.75	1.25	2
PMI-SP®	0	0.75	1.25	2
PMI-ACP®	0	0.75	1.25	2
PfMP®	1	0.75	1.25	3
PMI-PBA®	0	0.75	1.25	2

STUDENT RESPONSIBILITIES: Completion of any practice lessons, quizzes, assignments, or tests.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Dates vary (refer to website for current availability).

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

- Understand the practice of Web Analytics and how Google Analytics is used as a tool in this field
- Describe the basic concepts behind Google Analytics including metrics, dimensions, and goal-tracking
- Know how to set up a Google Analytics Account and the tracking code that pulls data from websites and applications
- Understand organizational goals for analytics, visitors, goals, and goal values
- Analyze website traffic reports and compare data for marketing and sales purposes
- Describe the differences between dimensions and metrics and how they are used to analyze web traffic
- Create Google Analytics' Audience, Acquisition, Behavior, and Conversions reports and translate data from those reports into actionable plans
- Discuss the average session duration, bounce rate, pages per session, page views, and how each plays a role in a digital measurement plan
- Understand how views, filters, and segmentations work in digital analytics
- Describe SEO and how it impacts web traffic
- Explain how to use Google Analytics for Ecommerce, B2B, and content publishing