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Google Data Analytics & Millersville University Graduate
Digital Product Analyst at Affiliated Distributors



Strengthen pathways to high-growth jobs for your students

Grow with **Google**

A woman with dark hair, wearing a yellow long-sleeved top, is smiling and looking down at a piece of paper on a desk. She is holding a pen in her right hand. On the desk in front of her is a laptop, a white keyboard, a black mouse, and a small cup holding several colored pens (green, blue, black).

Grow with **Google**

Making the opportunities created by
technology available to everyone

Kenefra C.
Google Project Management
Certificate Graduate

Combining certificates with degrees can help create better job opportunities for students

Students, higher education leaders, and employers agree that professional certificates help enhance employability when paired with degrees.

90% of U.S. students believe a professional certificate will help them get a job upon graduation.¹

92% of higher education leaders say microcredentials support institutional competitiveness.²

88% of employers believe that Professional Certificates will strengthen a candidate's job application.³

76% of U.S. students are more likely to enroll in a degree program that offers industry microcredentials.¹ That's because the combining certificates with degrees can help create better job opportunities for graduates.



Sociology majors who acquire UX/UI design skill can increase their entry-level salary by 32%⁴



+32%



History majors who acquire data analysis can increase their entry-level salary by 38%⁴



+38%



Psychology majors who acquire IT management skills can increase their entry-level salary by 35%⁴



+35%

¹Coursera. 2024 Micro-Credentials Impact Global Report.

²UPCEA. [Shifting Paradigms: Understanding Institutional Perspectives on Microcredentialing](#).

³Coursera. Advancing Higher Education with Industry Micro-Credentials Report.

⁴Emsi Burning Glass: Jan. 1, 2020-Dec. 31, 2020

AI skills also give students a competitive advantage

There is an opportunity for higher education to meet student and employer demand in AI skilling

Students want to develop AI skills before they enter the workforce

70% of graduates think generative AI should be incorporated into courses¹

More than 60% of GenZ college students feel unprepared to use GenAI¹

And employers want talent with AI Skills

71% say they'd rather hire a less experienced candidate with AI skills than a more experienced candidate without them²

62% believe job candidates and employees should have foundational knowledge of GenAI tools¹

But there is a gap in AI offerings and preparation

69% of college graduates say they need more training on how to work alongside new technologies in their current role¹

Less than one in four higher education faculty and administrators feel prepared for AI related changes³

Helping students build in-demand job skills, including in AI, to advance their careers

	Foundational Google Career Certificates	Advanced Google Career Certificates	Google Courses
Intended outcome	Gain job-ready and practical AI skills, no experience required	Learn advanced job-ready skills, Assumes previous experience	Increase performance and productivity with upskilling
Training	Cybersecurity Data Analytics Digital Marketing & E-commerce IT Support Project Management UX Design	Advanced Data Analytics Business Intelligence IT Automation with Python	AI Essentials Prompting Essentials Agile Essentials
Time	3-6 months 100% online, self-paced	1-2 months or 3-6 months 100% online, self-paced	5-7 hours 100% online, self-paced
Credit	ACE recommended for up to 15 college credits	N/A	
Benefit	Certificate & badge to share with employers or for credit Jobs board and on-demand job search and preparation resources	Certificate & badge	

Training for in-demand job skills, including AI

Google Career Certificates

Includes AI Content

Cybersecurity

Data Analytics

UX Design

Digital Marketing

Project Management

IT Support

Google Courses

AI Essentials

Prompting Essentials

Agile Essentials

Created by Google experts

Developed experts with decades of experience.

AI-First Training

Build AI skills through AI lessons within the foundational Google Career Certificates and Google Courses.

Flexible & On-Demand

Flexible training taught by Google experts. Google Career certificates can be completed part-time in under 3-6 months

Rigorous and relevant

Hands-on learning with built-in assessments, real-world projects, and skill-building labs.

Vetted by employers

Informed by insight from experts and recruiters at top employers hiring in these fields.

150+ national employers are using Google Career Certificates and Google Courses to upskill their employees or hire talent



Deloitte.



T Mobile

verizon

SIEMENS



Leading institutions find success with Google Career Certificates

What universities are saying



"Pairing a bachelor's degree with a Google certificate leads to graduates who are broadly educated and specifically skilled—a winning combination for students and employers. By providing students the ability to pursue a Google Career Certificate concurrently with their degree, the University of Texas System is positioning our graduates for success in the job market."

Archie Holmes, Executive Vice Chancellor for Academic Affairs at The University of Texas System



"We've been proud to partner with the Grow with Google team since 2020 to bring industry-recognized credentials into the college experience in a way that's low-risk and high-value for learners. By embedding the Google IT Certificate into our Universal Learner Courses, we've been able to focus on contextualizing the content and supporting students on their path to a degree, rather than building the entire curriculum from scratch. Learners are gaining real-world skills that count toward both college credit and career readiness."

Lukas Wenrick, Sr. Director of Learning Innovations, Learning Enterprise at Arizona State University

800+ educational institutions offer Google Career Certificates to their students¹, including:



Meet strategic priorities with Google Career Certificates and Google Courses



RUTGERS

- ✓ **Boost your curriculum with Google Career Certificates to improve student employability.**
Join institutions like The University of Texas System by offering Google Career Certificates and Google Career Essentials to students as a co-curricular offering or embedding them into existing for-credit courses with faculty.

- ✓ **Expand access to degree programs by granting credit for prior learning.**
Google Career Certificates are recommended for up to 15 college credits by ACE®.
Join schools like Northeastern University, which already applies credit toward degree programs.

- ✓ **Develop an industry-specialized course to broaden access to specific job fields.**
Join schools like the Columbia University Fu Foundation School of Engineering and Applied Science, which designed a construction industry-specific specialization around the Google Project Management Certificate.

- ✓ **Bring Google Career Certificates to continuing and professional studies students.**
Provide access to learners looking to upskill, like University of Colorado, Boulder is doing through their Career Services office.

- ✓ **Make Google Career Certificates accessible to alumni.**
Offer the certificates to alumni to help them grow after graduation, like the Rutgers University Skill-Up program.

Google Career Certificates set students up for early career success

An ideal complement to degree programs:

- ✓ **Flexible learning:** Students can learn at their own pace, as part of a course, or with a cohort of other students.
- ✓ **Skills for in-demand roles:** Students will gain skills that will help qualify them for more than 1.8 million open roles with a median salary of \$93,000.¹
- ✓ **A manageable workload:** Certificates can be completed within a semester as a complement to curriculum.

Support to enable student success:

- ✓ **1:1 career services:** Access no-cost services like personalized career coaching, resume support, and GenAI powered interview preparation.
- ✓ **Powerful job search benefits:** Invites to exclusive job listings, career fairs, and hiring events.
- ✓ **Direct connections to employers:** Get personalized introductions to recruiters from 150+ employers in the Google Career Certificates Employer Consortium.

A credential that delivers results:

70%+

of certificate graduates report a positive career outcome (eg., new job, promotion, or raise) within six months of completion.²

What students are saying



"I was able to get my first full-time job in a field that I am very interested in, and it came with good pay and benefits. I wouldn't have been pushed to learn skills such as SQL without this program."

Antonio D.,
Brandeis University and Google Data Analytics
Certificate graduate
Quality Assurance Data Analyst at Ookla



"I graduated with my BBA in Marketing, but I took the Data Analytics certificate program. These are two very different fields of study which allowed me to ultimately diversify my resume and land my dream job."

Katelynn W.,
UT Permian Basin and Google Data Analytics
Certificate graduate
Associate Designer at Oncor Electric

Equip students with the job-ready skills, including in AI

Google Career Certificates teach over 200 skills

Field-specific technical skills

Google Career Certificates are designed to help learners acquire the most in-demand technical skills in that field, including programming languages, industry frameworks, key platforms, technical processes, and more. Each of the foundational certificates include AI tasks relevant for that discipline. Examples include:

- **AI Prompting** (AI & Prompting Essentials)
- **SQL** (Data Analytics, Cybersecurity)
- **Python** (Cybersecurity, IT Automation with Python, Advanced Data Analytics)
- **Agile** (Project Management)
- **SEM / SEO** (Digital Marketing & E-commerce)
- **Linux** (IT Support)
- **Tableau & Lookr** (Advanced Data Analytics)
- **Jupyter Notebook** (Business Intelligence)

Durable skills for the workplace

The training also equips learners with skills that will help them advance their careers and perform better, regardless of their roles. Examples include:

- Analytical thinking
- Stakeholder communication
- Research
- Problem solving
- Team management and leadership
- Risk management
- Data visualization
- User-first thinking
- Evaluate AI outputs for bias
- Use AI Responsibly

Brandon T.
Google IT Automation with Python Certificate Graduate
Hired by Headspace Health



Join more than 800
educational institutions in
offering Google Career
Certificates to their students¹.

Getting started is easy.

Visit goo.gle/GrowEdu or
scan the QR code to fill
out a form on Coursera
and our team will be in
touch.



Training Details

Learn more about the curriculum
for each offering

Equip employees with essential AI skills

About the course

Google AI Essentials is a self-paced course designed to help people across roles and industries get essential AI skills to boost their productivity, zero experience required.

When learners finish the course, they'll be able to:

- Integrate AI into their workstreams (everyday tasks at work)
- Use AI to boost productivity
- Use AI to elevate their work

The course is taught by AI experts at Google who are working to make the technology helpful for everyone. Learners gain hands-on experience in the following skills.



[CLICK FOR DETAILED COURSE CURRICULUM](#)

Top skills learners will gain:

- | | | |
|--|--|---|
| <ul style="list-style-type: none">• Use generative AI tools to help:<ul style="list-style-type: none">◦ Develop ideas and content◦ Make more informed decisions◦ Speed up daily work tasks | <ul style="list-style-type: none">• Write effective prompts to help:<ul style="list-style-type: none">◦ Summarize information◦ Create taglines, and more. | <ul style="list-style-type: none">• Use AI responsibly• AI literacy• Critical thinking• Problem solving• Iterative thinking |
|--|--|---|

Equip students with prompting skills

About the course

Google Prompting Essentials teaches you how to give clear and specific instructions to generative AI - known as prompting - helping you to unlock more of AI's benefits. In 5 easy steps, you'll learn how to prompt effectively and make AI work for you.

- **Save time on daily tasks:** Craft tailored emails, brainstorm creative content with ease, build tables and trackers effortlessly, and quickly summarize lengthy documents.
- **Uncover and share powerful insights:** Identify patterns in data, create compelling visuals, and even rehearse presentations.
- **Tackle complex projects:** Transform abstract ideas into actionable steps, using AI to role-play conversations, and get expert feedback.

The course is taught by AI experts at Google who are working to make the technology helpful for everyone. Learners gain hands-on experience in the following skills.



[CLICK FOR DETAILED COURSE CURRICULUM](#)

Top skills learners will gain:

- | |
|--|
| <ul style="list-style-type: none">• Learn advanced prompting techniques:<ul style="list-style-type: none">○ Solve complex problems with prompt chaining○ Explore prompting techniques such as meta-prompting, chain-of-thought prompting, and tree-of-thought prompting○ Create an AI agent for simulations and expert feedback• Generative AI• Prompt design• Prompt evaluation and iteration• Multimodal prompting• Responsible AI |
|--|

Job-ready skills in cybersecurity



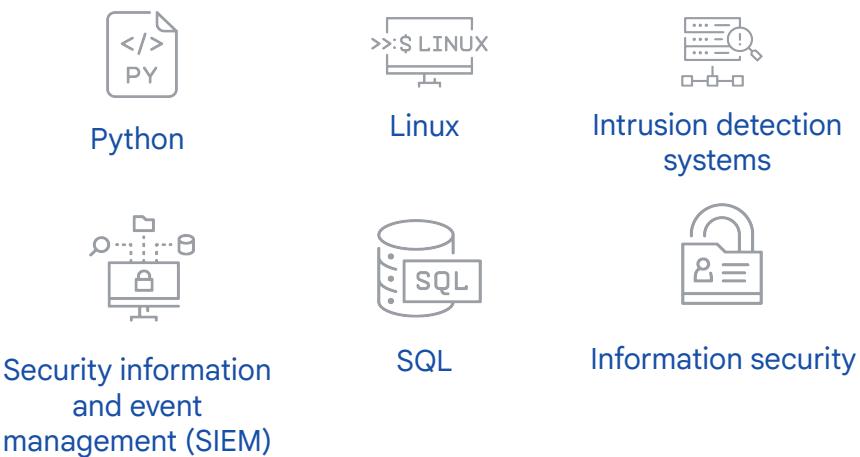
About the program

The **Google Cybersecurity Certificate** features over 120 assessments, and 125 hands-on projects. Graduates are equipped with key competencies like:

- Ability to protect networks, devices, people, and data from unauthorized access and cyberattacks using SIEM tools, IDS, and network protocol analyzers (packet sniffing).
- Ability to identify and mitigate common risks, threats, and vulnerabilities.
- Hands-on experience with cybersecurity software and programming languages that are commonly used by security analysts like Linux and SQL, along with exposure to Python.
- **Examples of AI Training:** use AI to identify bugs and refine code.



[CLICK FOR DETAILED CERTIFICATE CURRICULUM](#)



The Google Cybersecurity Certificate helps graduates prepare for in-demand roles, including:

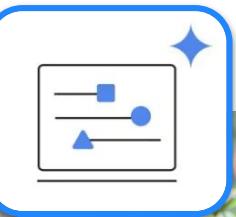
- Cybersecurity analyst
- Security analyst
- Security operations center (SOC) analyst
- Information security analyst
- IT security analyst
- Cyber defense analyst

Job-ready skills in IT support

About the program

The **Google IT Support Certificate** features over 100 assessments, 24 hands-on exercises, and four writing exercises. Graduates are equipped with key competencies like:

- Understanding the core concepts of all IT support jobs, including troubleshooting, customer service, networking, system administration, operating systems, and security.
- Knowing how to assemble a computer, write effective support documentation, route paths and subnets, manage device software, and more.
- A working knowledge of Linux, cloud computing, and command-line interfaces.
- **Examples of AI Training:** use AI to generate scripts for common tasks and help with customer care.



[CLICK FOR DETAILED CERTIFICATE CURRICULUM](#)



Troubleshooting



Customer support



Networking



System administration



Operating systems



Security

The Google IT Support Certificate helps graduates prepare for in-demand roles, including:

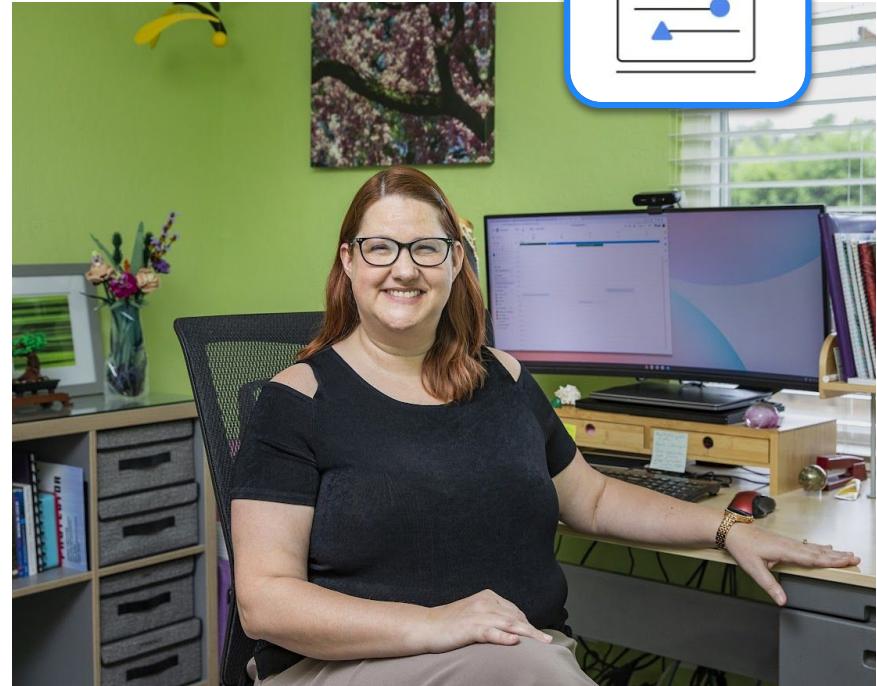
- IT support technician
- Help desk technician
- IT specialist
- Tech support specialist
- IT support specialist
- IT technician

Job-ready skills in IT automation with python

About the program

The **Google IT Automation with Python Certificate** features 70 assessments, 23 hands-on labs, and 9 programming assignments. Graduates are equipped with key competencies like:

- Ability to program with Python to automate common system administration tasks.
- Knowing how to use Git and GitHub to troubleshoot and debug complex problems.
- Ability to apply automation at scale by using configuration management and the cloud.



Python



Github



Cloud



System
administration



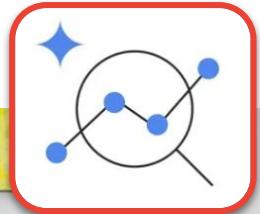
Debugging

[CLICK FOR DETAILED CERTIFICATE CURRICULUM](#)

The Google IT Automation with Python Certificate helps graduates prepare for in-demand roles, including:

- IT support II
- Systems administrator
- Site reliability engineer
- Senior IT support technician
- Advanced IT technician

Job-ready skills in data analytics



About the program

The **Google Data Analytics Certificate** features over 130 assessments, 86 hands-on exercises, and 40 writing projects. Graduates are equipped with key competencies like:

- Working knowledge of essential data analysis platforms (spreadsheets, SQL, Tableau, R) and when to use them in the data lifecycle.
- Understanding how to translate a business question into a data analysis exercise, including transforming, visualizing, and modeling data.
- Knowing how to distill findings into actionable takeaways and recommendations for key stakeholders.
- **Examples of AI Training:** use AI to help with data cleaning and structuring or coming up with ideas for data visualizations



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Finding patterns



Coding



Visualizing



Analyzing



Planning

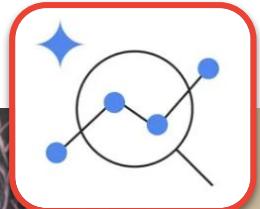


Sharing

The Google Data Analytics Certificate helps graduates prepare for in-demand roles, including:

- Data analyst
- Junior data analyst
- Associate data analyst
- Operations analyst
- Business systems analyst

Job-ready skills in advanced data analytics



About the program

The **Google Advanced Data Analytics Certificate** features over 100 assessments, 13 hands-on activities, and 25 programming assignments. Graduates are equipped with key competencies like:

- Technical skills with tools like Jupyter Notebook, Python, and Tableau.
- Ability to create data visualizations and apply statistical methods to investigate data.
- Ability to build regression and machine learning models to analyze and interpret data.



Data science



Machine learning



Coding python



Predictive modeling



Exploratory data analytics



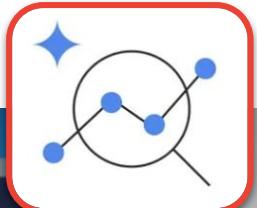
Statistical analysis

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The Google Advanced Data Analytics Certificate helps graduates prepare for in-demand roles, including:

- Senior data analyst
- Junior data scientist
- Data science analyst
- Data analytics scientist

Job-ready skills in business intelligence



About the program

The **Google Business Intelligence Certificate** features more than 30 assessments and 21 hands-on activities. Graduates are equipped with key competencies like:

- Understanding of data modeling and extract, transform, load (ETL) processes that meet organizational goals.
- Ability to design data visualizations that answer business questions.
- Ability to create dashboards that effectively communicate data insights to stakeholders.



Business intelligence



Extract, transform,
load data



Visualizations



Tableau



Dashboarding &
reporting



Business analysis

[CLICK FOR DETAILED CERTIFICATE CURRICULUM](#)

The Google Business Intelligence Certificate helps graduates prepare for in-demand roles, including:

- Business intelligence analyst
- Business intelligence engineer
- Business intelligence developer
- Business data analyst

Job-ready skills in digital marketing & e-commerce

About the program

The **Google Digital Marketing & E-commerce Certificate** features over 210 assessments, and 74 hands-on activities. Graduates are equipped with key competencies like:

- Digital marketing and e-commerce skills to help businesses grow their online presence and sales.
- An understanding of digital marketing disciplines, including email marketing, marketing analytics & measurement, SEO/SEM, reaching customers and selling online, and building customer loyalty.
- Ability to use popular digital marketing and e-commerce tools, including Canva, Constant Contact, Hootsuite, HubSpot, Mailchimp, Shopify, X (formerly known as Twitter), Google Ads, and Google Analytics.
- **Examples of AI Training:** use AI to develop a marketing strategy or conduct



Engaging customers



Content marketing



Email marketing



Marketing analytics



Selling online



Creating a portfolio



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The **Google Digital Marketing & E-commerce Certificate** helps graduates prepare for in-demand roles, including:

- Marketing coordinator
- E-commerce associate
- Paid search specialist
- Email marketing specialist
- Media planner
- Digital marketing specialist

Job-ready skills in project management



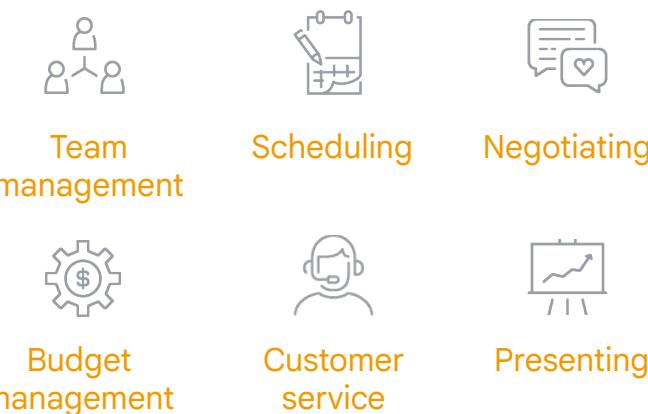
About the program

The **Google Project Management Certificate** features over 240 assessments and 89 hands-on projects. Certificate graduates qualify for over 100 hours of project management education that apply directly to requirements for globally-recognized PMI credentials, like the Certified Associate in Project Management (CAPM)® certification, at a discounted price. Graduates are equipped with key competencies like:

- Knowing how to manage and run Agile and traditional projects from initiation to completion.
- Understanding of organizational structure, process improvement, risk management techniques, and communication and leadership styles and tactics.
- All the skills necessary to manage complex projects on time and on budget.
- **Examples of AI Training:** use AI to write a charter document or run an effective meeting.



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The Google Project Management Certificate helps graduates prepare for in-demand roles, including:

- Project coordinator
- Project assistant
- Program manager
- Scrum master
- Project analyst
- Technical project manager

Job-ready skills in user experience (UX) design

About the program

The **Google User Experience (UX) Design Certificate** features over 220 assessments and 130 hands-on projects. Graduates are equipped with key competencies like:

- Ability to use Figma and Adobe XD, two of the most popular and in-demand design platforms.
- Understanding of how to design and implement core elements of UX design projects, including user research, usability studies, design sprints, and prototyping.
- Experience building real-world projects, including a mobile app, a responsive website, and a cross-platform experience.
- **Examples of AI Training:** use AI to create user personas or to iterate on design ideas.



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User research



Wireframing



Prototyping



Design testing



Usability studies



Responsive design

The Google UX Design Certificate helps graduates prepare for in-demand roles, including:

- User experience (UX) designer
- UI designer
- Interaction designer
- Visual designer
- Product designer

About Google Career Certificates and Google Courses

Google Career Certificates help prepare learners for careers in high-growth fields. Each of the foundational Google Career Certificates includes AI content to help learners gain practical, field-specific AI skills. While **Google Courses** help learners gain valuable competencies to add a skill to their resume, apply a new skill to uplevel their work, or simply learn something new, in 5-7 hours. Taught and designed by Google experts with decades of experience, all of our training is vetted by top employers and industry partners to meet workforce needs.

Foundational Google Career Certificates

prepare learners for entry-level roles, with no experience required, in 3-6 months of part-time study.

- [Cybersecurity](#)
- [IT Support](#)
- [Data Analytics](#)
- [Digital Marketing & E-commerce](#)
- [Project Management](#)
- [User Experience \(UX\) design](#)

Advanced Google Career Certificates

are designed for people who have prior experience, or who have earned the foundational Google Career Certificate in the corresponding field of study.

- [IT Automation with Python](#)
- [Advanced Data Analytics](#)
- [Business Intelligence](#)

Google Courses

help learners gain valuable competencies to add a skill to their resume, apply a new skill to uplevel their work, or simply learn something new

- [AI Essentials](#)
- [Prompting Essentials](#)
- [Agile Essentials](#)