

**GOOGLE ANALYTICS ACADEMY  
ANALYTICS CERTIFICATION PROGRAM**



Google Analytics

**COURSE SYLLABUS  
SUMMER 2016**

*Instructor*

**Michael Schott**



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# TEACHING TEAM

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# PROGRAM

## KEY INFO

### Location in Downtown Miami

The Idea Center at Miami Dade College, Building 8, 5th Floor

315 NE 2nd Ave

Miami, FL 33132

(305) 237-7809

### Key Dates

Course info session and launch on June 9<sup>th</sup>.

Class runs from June 14<sup>th</sup> to July 19<sup>th</sup>. We meet every Tuesday from 6:30PM to 8:30PM.

### Investment

Free for MDC Students participating in the first cohort.

US\$299 for community members.

Space is limited, please sign up in advance. First come, first served.

### Bring Your Laptop

All students are expected to bring their own laptops to the class. The laptops will be needed for all class sessions.

### Map & Directions

This is a link to the Wolfson Campus Map & Directions

<http://www.mdc.edu/wolfson/campus-information/directions.aspx>

## Wi-Fi

Join the network MDC-Open. A pop-up window will prompt you to fill in your email address. If you don't get a pop-up window, alert one of the instructors. You may need to change your network settings.

## Refunds

If you'd like to request a refund, please contact program coordinator no later than June 15<sup>th</sup>.

# TARGETED PARTICIPANTS

Participants come from all walks of life. You are entrepreneurs and small business owners, employees at startups and corporate giants and creative agencies, students, or work in unrelated fields. You all want to expand your horizons, grow your organizations, accelerate your careers, and find a dream job. No matter your background or experience, will provide a solid understanding and execution in Google Analytics.

### Entrepreneurs

- A startup founder looking to scale his/her new business.

### Business Owners

- A business owner looking to grow his/her business.

### Marketing Professionals

- An early-career marketer looking for credentials.
- A mid-career marketer who doesn't want to fall behind.

### Other Professionals

- A non-marketer who wants to build his/her digital marketing skills to use at work.
- A professional looking to add an in-demand 21st century skillset to his/her arsenal.

### Students

- A student preparing herself for her first job.
- A student preparing him/ herself to the job market with credentials and acquired skills.

# LEARNING OUTCOMES & OBJECTIVES

The course objective is to empower participants with new marketing and analytical skills. At the end of the program, participants will obtain:

- ✓ A fundamental knowledge of Google Analytics
- ✓ A hands-on and practical experience with Google Analytics
- ✓ Test preparation for the Google Analytics Individual Certification

The course includes GA educational material and access to Google Analytics Demo Account.

# OUR PHILOSOPHY OF 21st CENTURY SKILLS

Our belief is that education is not about being satisfied with the status quo. It's about shaking people and saying, "You could be doing something better." Otherwise, why bother?

The Idea Center at Miami Dade College is dedicated to equipping the new knowledge worker in South Florida with the 21st century skills they will need to be successful in our ever-evolving economy. Our goal is to empower people to be the best version of themselves they can be.

## RULES AND POLICIES

- We will start and end classes on time. Please arrive on time and stay to the end.
- Life happens. Let us know ahead of time if you'll miss class.
- Professional conduct at all times. Basically, don't be a jerk.
- Save work and personal stuff for the break (except in an emergency).
- No email during class. If you need to take care of something for work or school, step outside.
- Deadlines are real. Please hit them.

## CLASSROOM

Classes are held at the Idea Center. We are usually in Room 8503AB, but may move to other rooms as needed. You will be informed before class if we aren't in our usual classroom.

## PARKING

### **Parking is Free**

There is free parking in the parking garage in Building 7 of Miami Dade College, which is on NE 2nd Avenue between NE 5th Street and NE 6th Street. You will receive a student ID and decal. This allows you to park in the garage.

There is also metered street parking in front of the Idea Center if you're running late.

## Getting from the Building 7 Parking Lot to the Idea Center

When you exit the elevator, find NE 2nd Avenue and head two blocks south. When you enter building 8, which is just south of the McDonalds, you'll take the elevator to the fifth floor, turn left twice down the hall and enter the double doors into the Idea Center. Head straight through the lobby area and a second set of double doors. The classroom is usually to the left after you pass the front desk, though some weeks we may be in other rooms.

# ACHIEVING THE GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION – GAIQ

The GAIQ is widely recognized in the marketing analytics industry. The qualification demonstrates your proficiency in Google Analytics.

You have 90 minutes to complete the exam, remember that you cannot pause it. You will need a 80% passing score to get your certificate.

If you do not pass the exam, you will be able to retake it after 7 days. The qualification is valid for 18 months.

## CERTIFICATION



# 5-WEEKS CLASS BREAKDOWN

## Week 1

- Unit 1: Course overview
  - Lesson 1: Course overview
- Unit 2: Getting started with digital analytics
  - Lesson 1: The importance of digital analytics
  - Lesson 2: Core analysis techniques
  - Lesson 3: Conversions and conversion attribution
  - Lesson 4: Creating a measurement plan
- Unit 3: Understanding and using Google Analytics data
  - Lesson 1: How Google Analytics works
  - Lesson 2: Key metrics and dimensions defined
- Unit 4: Collecting actionable data with Google Analytics
  - Lesson 1: Creating an account
  - Lesson 2: Understanding your account structure
  - Lesson 3: Setting up basic filters
  - Lesson 4: Setting up goals and ecommerce
  - Lesson 5: Collecting campaign data

## Week 2

- Unit 5: Navigating Google Analytics reports
  - Lesson 1: Reporting overview
  - Lesson 2: Audience reports
  - Lesson 3: Acquisition reports
  - Lesson 4: AdWords reports
  - Lesson 5: Behavior reports
  - Lesson 6: Custom reports and dashboards
- Unit 6: Navigating Conversions reports
  - Lesson 1: Goal Flow report
  - Lesson 2: Ecommerce reports
  - Lesson 3: Multi-Channel Funnels reports
  - Lesson 4: Attribution reports

## Week 3

- Unit 1: Platform Principles
  - Lesson 1: Course overview
  - Lesson 2: The platform components
  - Lesson 3: The data model
- Unit 2: Collection
  - Lesson 1: Data collection overview
  - Lesson 2: Website data collection
  - Lesson 3: Mobile app data collection
  - Lesson 4: Measurement Protocol data collection
- Unit 3: Processing & Configuration
  - Lesson 1: Processing & configuration overview
  - Lesson 2: Processing hits into sessions & users
  - Lesson 3: Importing data into Google Analytics
  - Lesson 4: Transforming & aggregating data
- Unit 4: Reporting
  - Lesson 1: Reporting overview
  - Lesson 2: Building reports with dimensions & metrics
  - Lesson 3: The reporting APIs
  - Lesson 4: Report sampling

## Week 4

### **Analytics in Practice**

- Understand a real business, Google Merchandise Store
- Complete the exercises and simulation

## Week 5

### **Google Analytics Individual Qualification Test Day**

## Week 6

### **Special Session – Discussion with Analytics Experts**