



Item Navigation

Get started on Course 6

Congratulations on completing Course 5: *Assess for Success: Marketing Analytics and Measurement* in the Google Digital Marketing and E-commerce certificate program!



In the next course, you'll learn about:

- Market research, target audiences, branding, and budgets for e-commerce stores
- Platforms, like Shopify, for hosting e-commerce stores
- Online advertising and shopping campaigns
- Creating engaging online experiences for customers

To continue with the certificate program, begin the next course by clicking this link:

[Course 6: Make the Sale: Build, Launch, and Manage E-commerce Stores.](#)

Keep up the great work!

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