Postgraduate Certificate

Google Analytics and Digital Metrics

tech global university

Postgraduate Certificate
Google Analytics and Digital Metrics

Language: **English**

Modality: **online**

Duration: **1 month**

Accreditation: **TECH Global University**

4 ECTS Credits

Teaching Hours: **100 hours.**

Aimed at: **Graduates and professionals with demonstrable experience in the sector.**

Website: **www.techtitute.com/us/school-of-business/postgraduate-certificate/google-analytics-digital-metrics**

Index

01
Welcome

The Postgraduate Certificate in Google Analytics and Digital Metrics at TECH Global University is an intensive program that prepares you to face business challenges and decisions at the financial level, globally. Its main objective is to promote your personal and professional growth. Helping you achieve success.

If you seek to surpass yourself, achieve a positive professional transformation, and connect with top-level professionals, this is the right place for you.

Postgraduate Certificate in Google Analytics and Digital Metrics. TECH Global University

" *The figure of the rigid, inflexible, and authoritarian manager has become obsolete. A new profile has emerged, one that is much more aligned with current trends and stands out for having technological knowledge, practicing active listening with employees, and being self-critical of their work"*

02
Why Study at TECH?

TECH is the world's largest 100% online business school.
We are an elite business school. With a model of the highest standards. A world-class center for intensive managerial skills training.

Our high value proposition is shaking the foundations of traditional business schools. We have the best academic resources, a teaching staff made up of the most outstanding practicing professionals and the most demanding methodology. And all at a breakthrough price"

TECH Global University

Innovation

We offer you an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the best international recognition:

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system into our programs. In addition our team received the "Entrepreneur Award" at the Expoelearning 2010 World Congress, the most important e-learning event in spanish-speaking countries.

The Highest Standards

Our admissions criteria are not economic. You don't need 100,000 USD to learn with us. However, to become a TECH graduate, we will push your intelligence and problem-solving skills to the limit. Our academic standards are set very high…

65 % of TECH students successfully complete their studies

Networking

We offer you an incomparable environment to exchange knowledge and high-quality networking opportunities.

38,000 executives trained each year

23 different nationalities

Enpowerment

Grow hand in hand with the best, most prestigious and influential companies and professionals. We have developed strategic partnerships and a valuable network of contacts with major economic players both in Europe and America.

+500 collaborative agreements with leading companies

Talent

We offer you a space to exchange ideas, experiences and reflections among executives, professionals, entrepreneurs and opinion leaders.

> 150,000 alumni

400 Annual e-seminars

40 research groups

Academic Excellence

Share a unique experience with us. You will be studying in a multicultural context. In a program with a global vision.

+ 35 nationalities

What makes us unique

Academic Excellence

We offer you the best online learning methodology. We combine the Relearning method (the most internationally recognized postgraduate learning methodology) with Harvard Business School's *case studies*. A complex balance of traditional and state-of-the-art methods within the most demanding academic framework.

Economy of Scale

We are the biggest. The TECH group has a portfolio of more than 1500 postgraduate university students. And in today's new economy, *volume + technology = a ground-breaking price*.

We aren't the most expensive. We're the best. Thanks to our rigorous Methodology, our collaboration with Harvard Business School, and our outstanding faculty"

Learn with the best

Our faculty shares in the classroom what has led them to success in their own companies, teaching from a real, dynamic, and hands-on context.

+3000 professors

+20 nationalities

53% PhD degrees from prestigious universities

Analytical Capability

But above all, we explore your critical side, your ability to question things, your problem-solving skills, as well as your interpersonal skills.

03

Study Methodology

TECH is the first university in the world to combine case study methodology with Relearning, a 100% online learning system based on guided repetition.

This innovative pedagogical strategy has been conceived to offer professionals the opportunity to update knowledge and develop skills in an intensive and rigorous way. A learning model that places the student at the center of the academic process and gives them the leading role, adapting to their needs and leaving aside the more conventional methodologies.

TECH prepares you to face new challenges in uncertain environments and achieve success in your career"

The student: the priority of all TECH programs

In TECH's study methodology, the student is the absolute protagonist.
The pedagogical tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is the student who chooses the time they spend studying, how they decide to establish their routines and all this from the comfort of the electronic device of their choice. The student will not have to attend live classes, which many times they cannot attend. The learning activities will be done when it is convenient for them. You will always be able to decide when and from where to study.

❝

At TECH you will NOT have in person classes (which you might not be able to attend)"
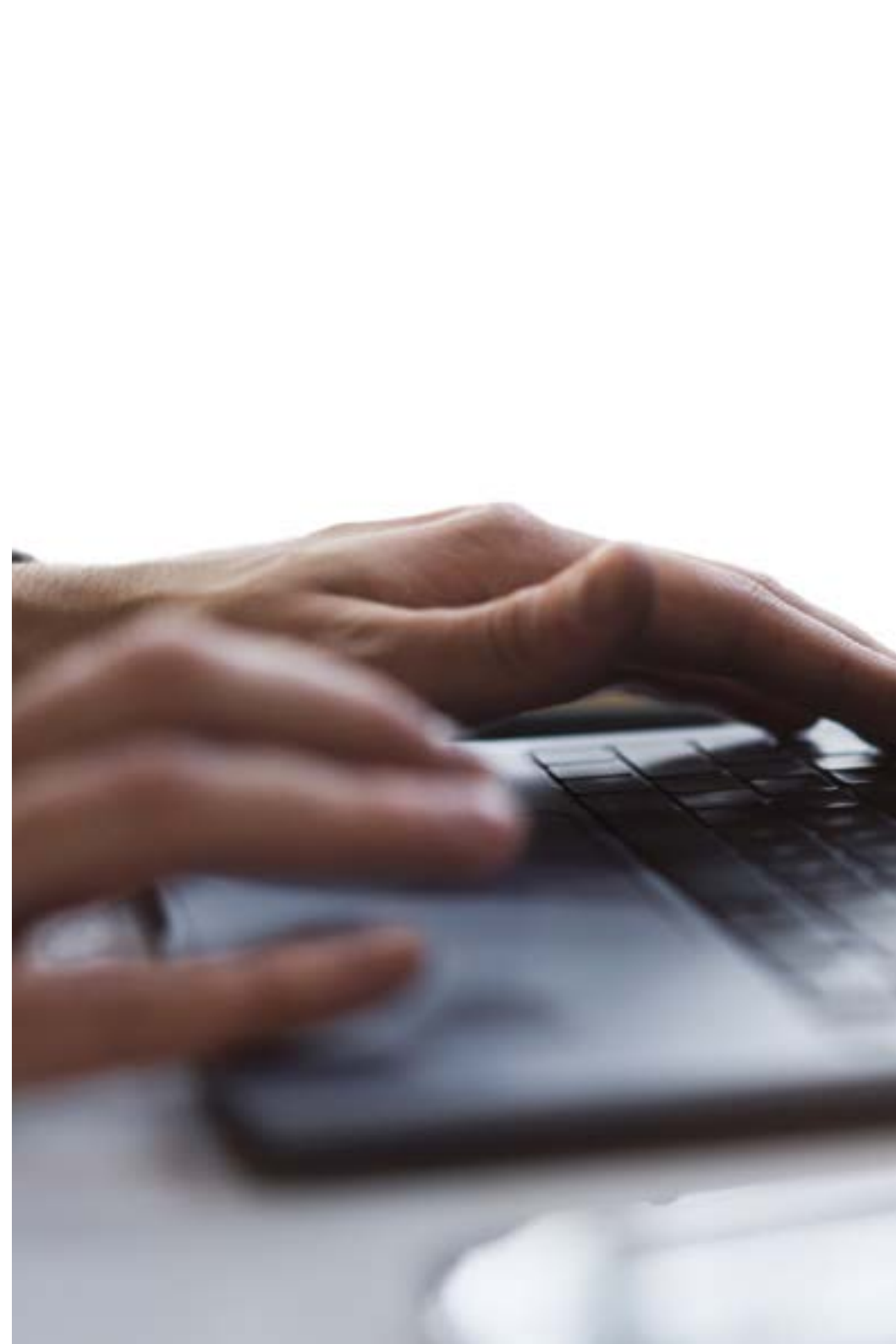
The most comprehensive academic programs worldwide

TECH is distinguished by offering the most complete academic pathways within the higher education landscape. This level of comprehensiveness is achieved through the development of curricula that not only encompass essential knowledge but also integrate the latest innovations in each area of study.

By being constantly updated, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive preparation that provides them with a notable competitive advantage to advance in their careers.

And what's more, they will be able to do so from any device, PC, tablet or smartphone.

TECH's model is asynchronous, so it allows you to study with your PC, tablet or smartphone wherever you want, whenever you want and for as long as you want"

Case Studies or Case Method

The case method has been the learning system most used by the best business schools in the world. Developed in 1912 so that law students would not only learn the law based on theoretical content, its function was also to present them with real complex situations. In this way, they could make informed decisions and value judgments about how to solve them. In 1924 it was established as a standard teaching method at Harvard.

With this teaching model, it is the student who builds their professional competence through strategies such as Learning by Doing or Design Thinking, which are used by other renowned institutions such as Yale or Stanford.

This action-oriented method will be applied throughout the entire academic itinerary that the student undertakes with TECH. Students will be confronted with multiple real-life situations and will have to integrate knowledge, research, argue and defend their ideas and decisions. All this with the premise of answering the question of how they would act when facing specific events of complexity in their daily work.

Relearning Method

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, they are able to review and reiterate the key concepts of each subject and learn to apply them in a real environment.

Along the same lines, and according to multiple scientific researches, repetition is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and more performance, involving you more in your specialization, developing a critical spirit, defending arguments and contrasting opinions: a direct equation to success.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

A 100% online Virtual Campus with the best teaching resources

To apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on reiteration, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neurosciences points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus for long-term retention. This is a model called Neurocognitive Context-Dependent E-Learning that is consciously applied in this university program.

Furthermore, in order to maximize tutor-student contact, a wide range of communication possibilities are provided, both in real time and deferred (internal messaging, discussion forums, telephone answering service, e-mail contact with the technical secretary, chat and videoconferencing).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, in accordance with their accelerated professional updating.

The online mode of study of this program will allow you to organize your time and your learning pace, adapting it to your schedule"

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.

2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.

3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.

4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology best rated by its students

The results of this innovative academic model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution has become the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is up to date with the technological and pedagogical vanguard.

You will be able to learn with the advantages of access to simulated learning environments and the learning by observation approach, that is, the "Learning from an Expert" approach.

Therefore, the best educational materials, thoroughly prepared, will be available in this program:
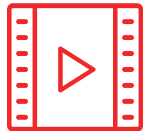
Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.

Practicing Skills and Abilities

You will carry out activities to develop specific skills and abilities in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the context of the globalization in which we live.
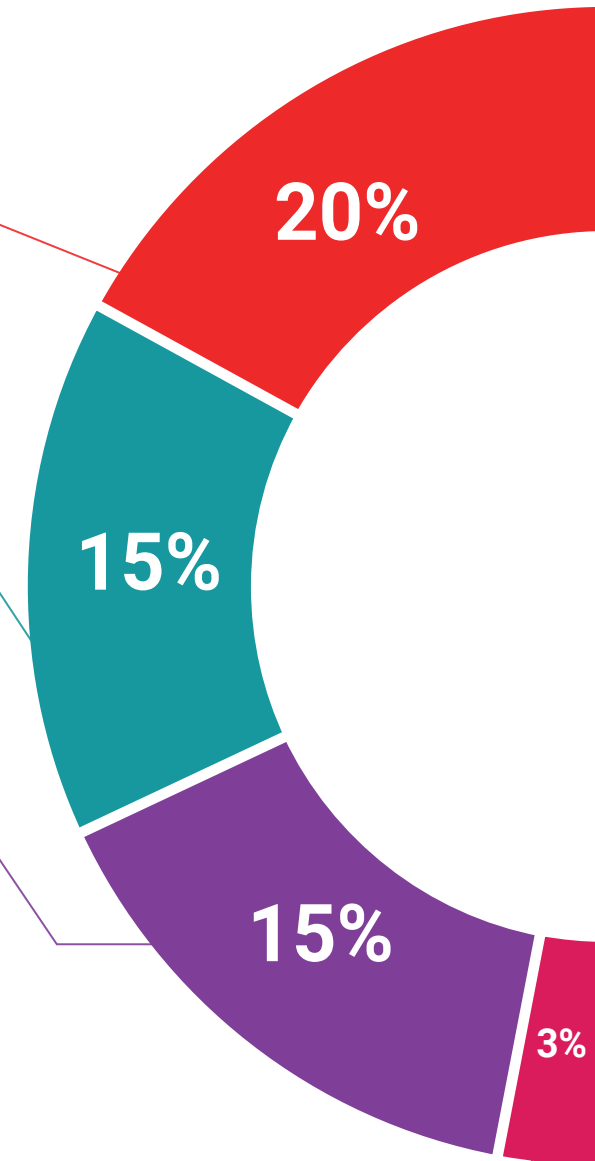
Interactive Summaries

We present the contents in an attractive and dynamic way in multimedia pills that include audio, videos, images, diagrams and concept maps in order to reinforce knowledge.
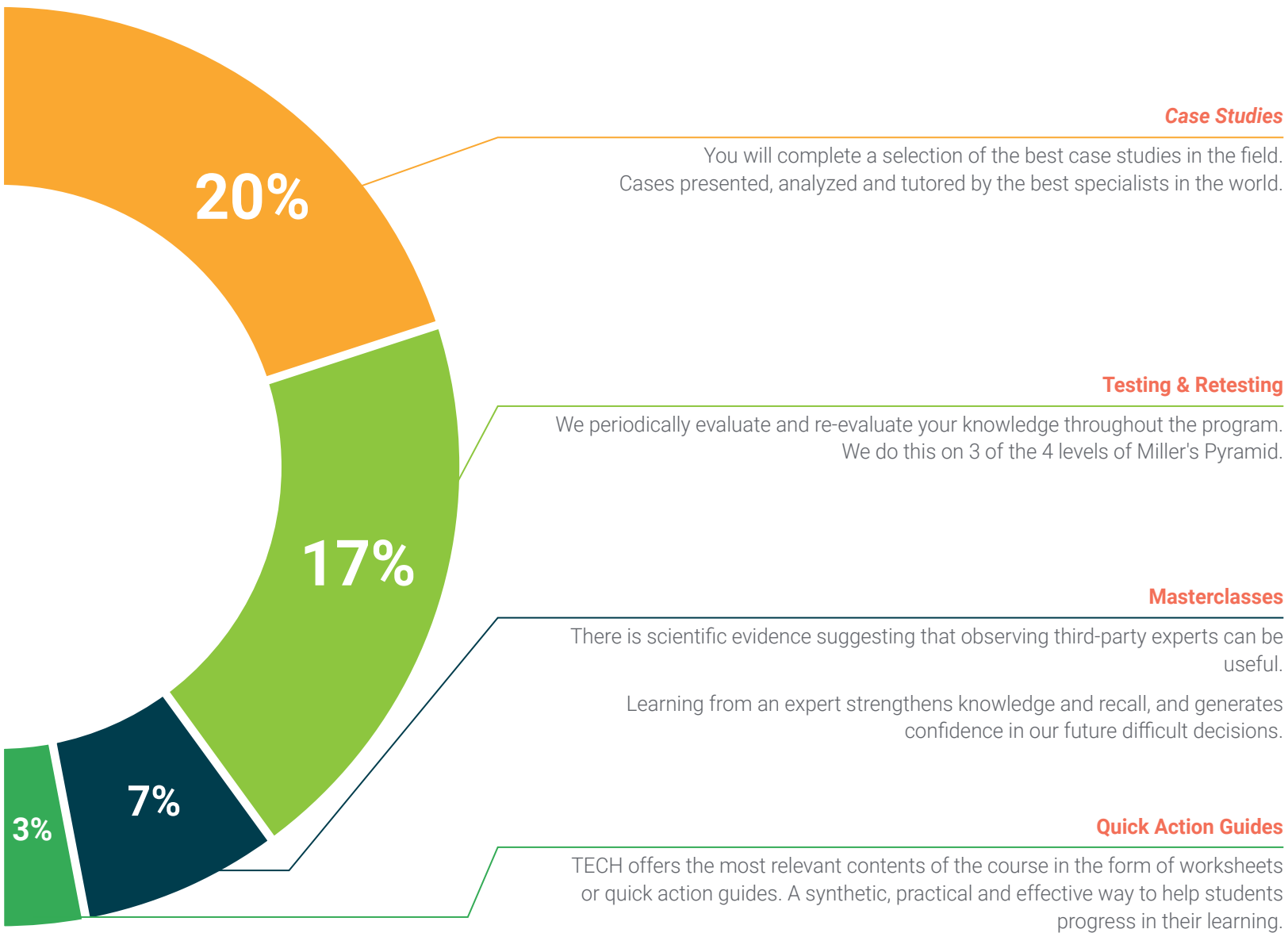
This unique educational system for the presentation of multimedia content was awarded by Microsoft as "Successful Case in Europe."

Additional Reading

Recent articles, consensus documents, international guidelines... In our virtual library you will have access to everything you need to complete your course.

20%

15%

15%

3%

20%

17%

7%

3%

Case Studies

You will complete a selection of the best case studies in the field.
Cases presented, analyzed and tutored by the best specialists in the world.

Testing & Retesting

We periodically evaluate and re-evaluate your knowledge throughout the program.
We do this on 3 of the 4 levels of Miller's Pyramid.

Masterclasses

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an expert strengthens knowledge and recall, and generates confidence in our future difficult decisions.

Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.

04
Objectives

This program is designed to strengthen management and leadership skills, as well as to develop new skills and abilities that will be essential in your professional development. After the program will be equipped to make global decisions with an innovative perspective and an international vision.

"International experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives in the digital age."

Your goals are our goals.
We work together to help you achieve them

The **Postgraduate Certificate in Google Analytics and Digital Metrics** will enable you to:

01 Set up Google Analytics on any website

02 Understand the most relevant reports for our online strategy

03   **Define the most important web metrics**

04   **Establish decision-making based on the information received**

05
Structure and Content

The **Postgraduate Certificate in Google Analytics and Digital Metrics at TECH Global University** is a program tailored to you, delivered in a **100% online format, allowing you to choose the time and place that best fits your availability, schedule, and interests.**

A program developed over the course of 1 month, designed to be a unique and stimulating experience that lays the foundation for your success as a web analyst.

The content of the Postgraduate Certificate in Google Analytics and Digital Metrics is designed to foster the development of the competencies needed for professionals responsible for web analytics, enabling them to intervene in online strategy based on audience navigation data.

Over the course of **100 hours** of training, students analyze numerous practical cases through individual and team work. This is, therefore, a true immersion in real business situations.

"

What you study is very important. The skills and competencies you acquire are fundamental. You won't find a more complete syllabus than this, trust us..."

Syllabus

A program tailored to you, focused on your professional development and preparing you to achieve excellence in the field of web analytics. A program that understands your needs and those of your company, through innovative content based on the latest trends and supported by the best educational methodology and an exceptional faculty, which will give you the skills to solve critical situations in a creative and efficient way. This Postgraduate Certificate is developed over the course of 1 month and is divided into two modules:

Module 1 | *Google Analytics*

Module 2 | *Digital Metrics*

Where, when, and how it is taught

This Postgraduate Certificate is developed over the course of 1 month and is divided into three content modules. You can complete it entirely online.

Module 1. *Google Analytics*

1.1. Account Setup
1.1.1. Account
1.1.2. Property
1.1.3. Users

1.2. Tracking API Javascript
1.2.1. Tracking Code
1.2.2. Universal Analytics
1.2.3. *Classic Analytics*

1.3. Customized Reports and Segments
1.3.1. Real-Time Report
1.3.2. Audience Report
1.3.3. Acquisition Report
1.3.4. Behavior Report
1.3.5. Conversions Report
1.3.6. Default Google Analytics Segments
1.3.7. Creating Segments

1.4. Advanced Dashboards and Filters
1.4.1. What Dashboards Are Used For
1.4.2. Creating and Importing Dashboards
1.4.3. Creating Filters
1.4.4. Views with Filters

1.5. Custom Campaigns
1.5.1. Campaign Tagging
1.5.2. Measuring Campaigns through Google Analytics

1.6. Google Tag Manager
1.6.1. Implementation
1.6.2. What GTM is Used For

Module 2. Digital Metrics

2.1. Metrics and Dimensions
2.1.1. Difference Between Metric and Dimension
2.1.2. Dimensions
2.1.3. Metrics
2.1.4. Types of Metrics

2.2. Setting Objectives and KPIs
2.2.1. Setting Objectives in Google Analytics
2.2.2. Types of Objectives/Goals
2.2.3. Implementing E-Commerce Module

2.3. Campaign Analysis
2.3.1. Analysis and Use of Information
2.3.2. Making Decisions Based on Web Analytics

A unique, essential, and decisive learning experience to boost your professional development and make the definitive leap"

Our Students' Profile

The **Postgraduate Certificate in Google Analytics and Digital Metrics** is a program aimed at marketing and communication professionals who want to learn how user information is measured and analyzed on a website, and how to leverage this data to improve results.

If you believe you need to improve your web analytics skills and are looking for a valuable enhancement to your career while continuing to work, this is the program for you"
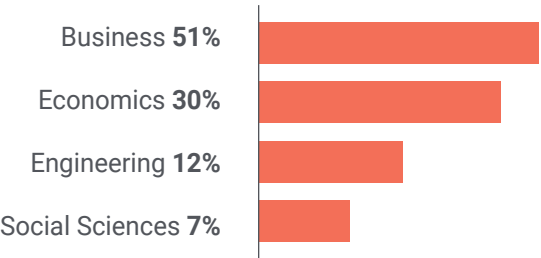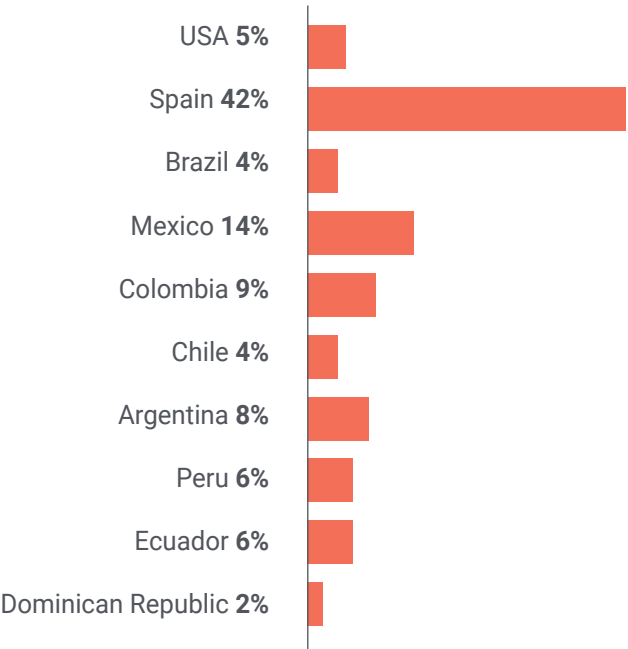
Average Age

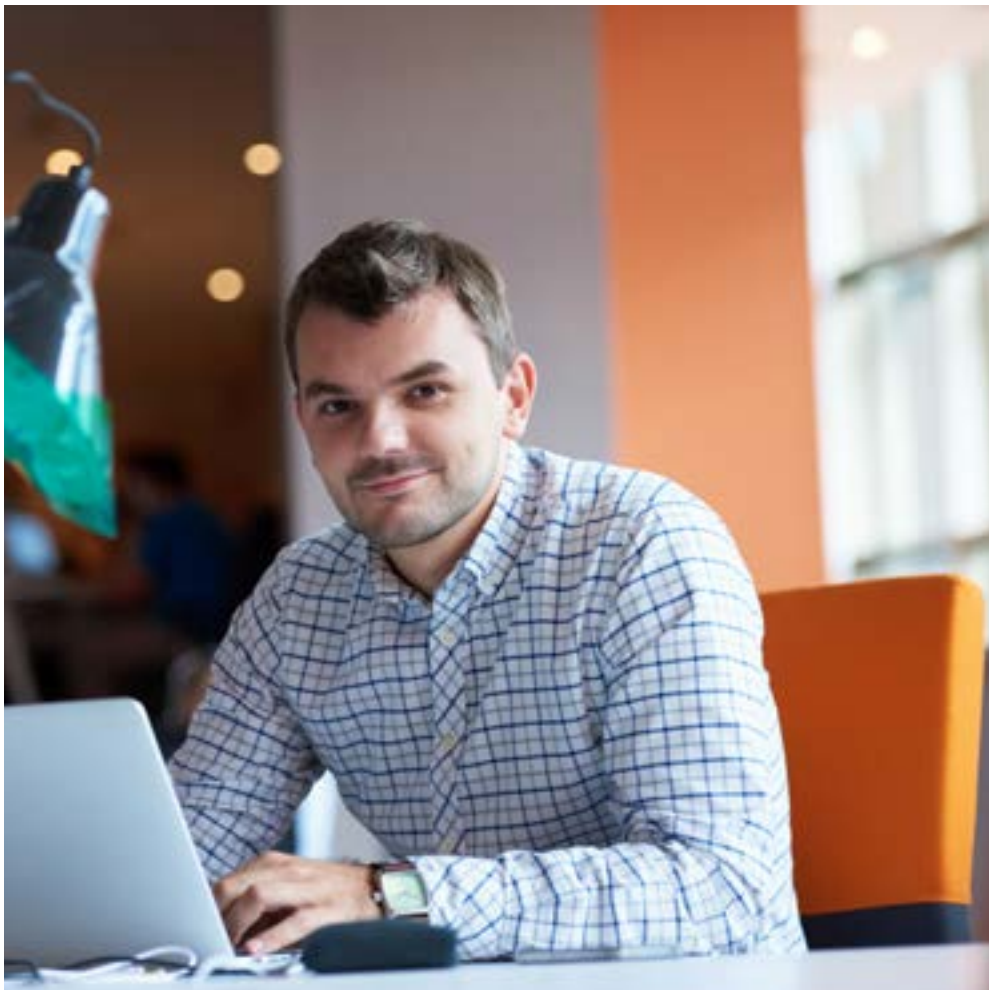Between **35** and **45** years

Years of Experience

10 years

Training

Business **51%**
Economics **30%**
Engineering **12%**
Social Sciences **7%**

Geographical Distribution

USA **5%**
Spain **42%**
Brazil **4%**
Mexico **14%**
Colombia **9%**
Chile **4%**
Argentina **8%**
Peru **6%**
Ecuador **6%**
Dominican Republic **2%**

*"I was looking for a program that would allow me to enhance my professional career with a clear digital focus, without losing the essence of marketing that all business-generating actions should contain. The **Postgraduate Certificate in Google Analytics and Digital Metrics from TECH Global University** has provided me with that vision."*

Luis Sánchez Ortiz

Marketing Director

Certificate

The **Postgraduate Certificate in Google Analytics and Digital Metrics** guarantees students, in addition to the most rigorous and up-to-date education, access to a diploma for the Postgraduate Certificate issued by TECH Global University.

" *Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This private qualification will allow you to obtain a diploma for the **Postgraduate Certificate in Google Analytics and Digital Metrics** endorsed by TECH Global University, the world's largest online university.

TECH Global University, is an official European University publicly recognized by the Government of Andorra (official bulletin). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
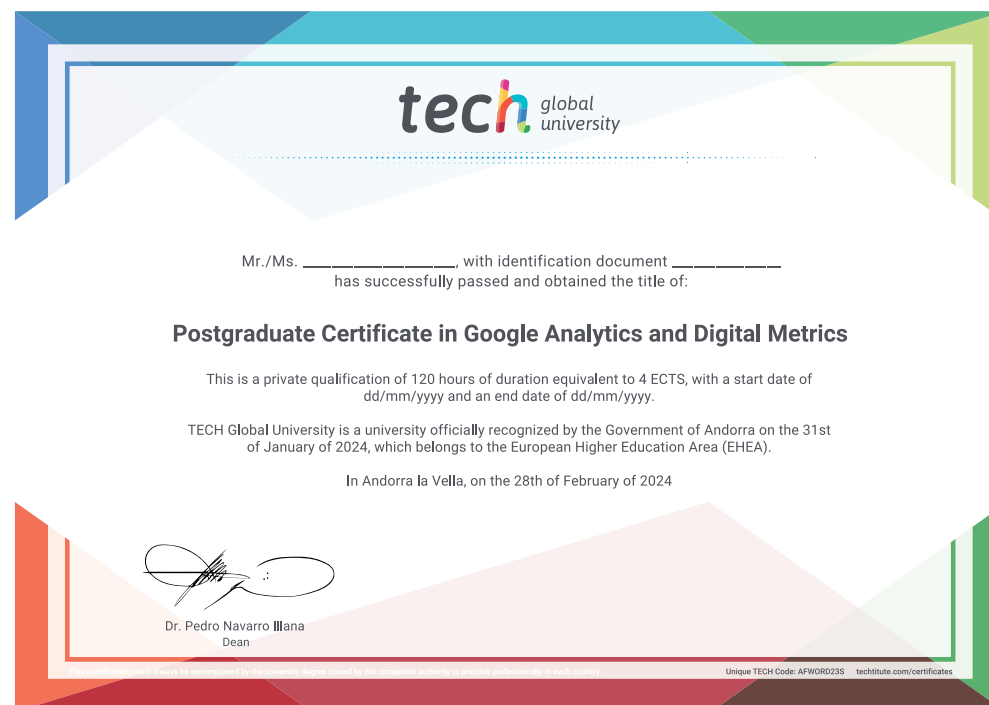
This private qualification from TECH Global University is a European continuing education and professional development program that guarantees the acquisition of competencies in its area of expertise, providing significant curricular value to the student who successfully completes the program.

Title: **Postgraduate Certificate in Google Analytics and Digital Metrics**

Modality: online

Duration: 6 months.

Accreditation: 4 ECTS

tech global university

Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Google Analytics and Digital Metrics

This is a private qualification of 120 hours of duration equivalent to 4 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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Postgraduate Certificate
Google Analytics and Digital Metrics

Language: **English**

Modality: **online**

Duration: **1 month**
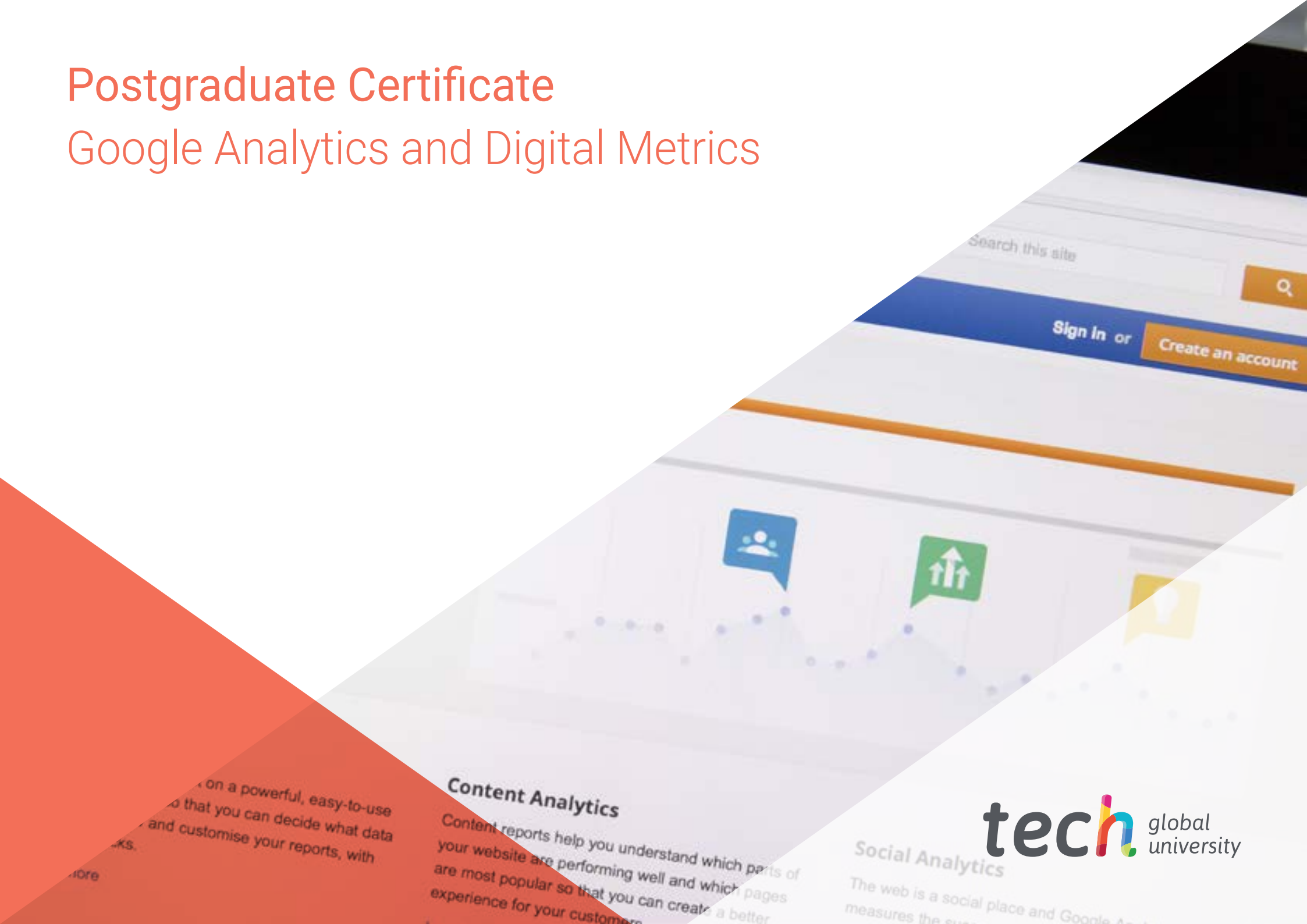
Accreditation:**TECH Global University**

4 ECTS Credits

Teaching Hours: **100 hours.**

Aimed at: **Graduates and professionals with demonstrable experience in the sector.**

Postgraduate Certificate
Google Analytics and Digital Metrics

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