

## WSQ Google Analytics – Level 3

<b>Course Duration</b>	16 Hours	<b>Course Fee</b>	Full Fee: <b>\$520</b>	<b>Subsidy &amp; Nett Fees</b>	Please refer to page 2	<b>Mode of Training</b>	Classroom
<b>Certification</b>	Successful trainees will receive a Statement of Attainment (SOA) issued by SkillsFuture Singapore						
<b>Pre-requisites</b>	<ul style="list-style-type: none"> <li>Basic computer and Digital Marketing knowledge are a must.</li> </ul>						
<b>Entry Requirement</b>	<ul style="list-style-type: none"> <li>Speak, listen and read English at a proficiency level not lower than the WPL Level 5, and manipulate numbers at a not lower than the WPN Level 5</li> <li>Minimal education qualification is GCE 'O' Level, GCE 'N' Level or ITE certificate</li> <li>A minimum of one year of employment experience (preferably in sales and marketing)</li> <li>Internet and social media savvy (in personal use)</li> </ul>						

**Course Objective** This module is designed to train the learners on how to gather data through their website and analyse the data to gain insights of potential customers.

### Course Content:

In this course you will learn how to dig into Google Analytics data for your website to understand users and how they interact with your contents.

Section 1: Organisation Web Structure - Organisation Web Strategy, Content for Product and Services, Hypothesis Addressing Business Objectives

Section 2: Web Analytic Tools - Technology in Analytics Tools, Technology Trend in Google Analytics, Tracking Tag

Section 3: Data and Reports - Data Analytics Measurement Strategy, Report Format, Dimensions and Metrics

Section 4: Segmentation and Tracking - System and Custom Segment, Analysing Growth and Churn, Linking Google Products

Section 5: Consumer Behaviour and Customization - Dashboard and Custom Reports, Review Consumer Behaviour Data, Analysis of Consumer Behavioural Activities Flow

Effective From: 30/04/2024

Section 6: Conversion - Activity and Budget, Execute Goals and Funnel

Section 7: Insights and Action - Evaluating Effectiveness of Data Analytics Tools, Review Relevance of Report and Data, Action Points for Decision Making

**Assessment:**

**Written Assessment – short answered question**

**Practical performance**

**Oral Interview**

**Subsidy**

WSQ Google Analytics – level 3 TGS-2020504212			
Category of Individuals			
	Singapore Citizens and Singapore Permanent Residents	Employer-sponsored and self-sponsored Singapore Citizens aged 40 years old and above	SME-sponsored local employees (i.e. Singapore Citizens and Singapore Permanent Residents)
	Funding Source		
	SkillsFuture Funding (Baseline)	SkillsFuture Mid-career Enhanced Subsidy	SkillsFuture Enhanced Training Support for SMEs
Course Fee	\$520.00	\$520.00	\$520.00
SkillsFuture Funding	\$260.00	\$364.00	\$364.00
Total Nett Fee	\$260.00	\$156.00	\$156.00
GST (9% x \$520)	\$46.80	\$46.80	\$46.80
<b>Total Fee Payable to Genetic Computer School</b>	<b>\$306.80</b>	<b>\$202.80</b>	<b>\$202.80</b>
<b>Age Group</b>	<b>SC 21-39 years old and PR</b>	<b>SC 40 years old and above</b>	<b>Small Medium Enterprise</b>

Eligible for Claim Period: 15 June 2020 – 14 June 2026

**Please refer to the below link for the Refund Table for SkillsFuture Courses:**

<https://www.genetic.edu.sg/refund-for-skillsfuture-courses/>

**Participant need to pass the test to get subsidy**

SSG Advice:

Student must achieve 75% course attendance, and also pass the assessment to be eligible for SSG Funding.

All Singaporean aged 25 and above can use their \$500 SkillsFuture Credit to pay for a wide range of approved skills-related courses.

PSEA Funding is available for student aged 18-30 Years old (Please Call PSEA Hotline 62600777 to check your balance)

We are pleased to share the following information on the new PSEA Ad Hoc Withdrawal FormSG Application:

- Using only own PSEA: <http://go.gov.sg/psea-withdrawal-tp>
- Using Sibling's PSEA: <http://go.gov.sg/psea-withdrawal-tps>

**Reminder to all learners:-**

Bring your own laptop

Bring a thumbdrive

Bring a sweater as it might be cold

Bring stationeries – highlighter, pens

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