



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAY WSQ DIGITAL MARKETING ANALYTICS COURSE (GA4)

Learn How to Navigate Google Analytics 4 for Data-Driven Marketing Success



Course Duration

2 Day

8.30 AM - 6.30 PM



Course Fee

From **\$114.30** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework
Course Code: TGS-2023020895



Who Should Attend

This course is suitable for individuals in marketing roles, business owners, and digital agencies looking to develop a deeper understanding of digital analytics, embrace a data-centric mindset, and foster a data-driven culture.

Please note that this course is not intended for experienced Google Analytics 4 practitioners with over a year of hands-on experience or individuals who have already passed the Google Analytics Exams.



@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and Career Advisory and Resources Support Programme.

Minimum Entry Requirements

To enrol in this WSQ Digital Marketing Analytics (Google Analytics) Course, you should possess the following:

- 1 GCE 'O' level or equivalent (≥ 21 years old); or
- NITEC/Higher NITEC (≥ 21 years old); or
- Mature candidates (≥ 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

Data is crucial in this digitally-driven landscape. However, many businesses need help knowing how to interpret and gain insights from the data available. With the switch from Universal Analytics to Google Analytics 4, marketing teams must understand the platform and how to use this powerful tool to drive effective marketing decisions.

The WSQ Digital Marketing Analytics (Google Analytics) training course targets digital marketers to develop crucial knowledge and skills to effectively use Google Analytics 4 (GA4) to measure and analyse the performance of digital marketing campaigns.

This Google Analytics certification course covers different analytics tools and techniques, and trainees will learn how to identify the appropriate tools and techniques to be utilised for different needs, including appraising the business outcomes variables on service and e-commerce websites and forecasting future demand on deployed digital marketing analytic tools.

COURSE HIGHLIGHTS

Learning Objectives:

- Analyse diverse digital and market data types, discerning their intrinsic value, and strategically determine requisite data sources, to craft and enhance data-driven marketing strategies using Google Analytics insights.
- Assess diverse data sources about market, competitor, customer, and product or service performance, including employing forecasting methods to predict forthcoming market and consumer tendencies.
- Utilise Google Analytics to gather data for analysis, including extracting strategic insights to enhance digital marketing initiatives.

COURSE **OUTLINE**

- ▶ **Introduction to Digital Marketing Analytics**
 - Concept of Digital Marketing Analytics
 - Digital Marketing Analytics Framework

- ▶ **Data Sources in Digital Marketing**
 - Data Source in Digital Marketing
 - Digital Marketing Analytics Tools and Techniques

- ▶ **Using Google Analytics for Digital Marketing Analysis**
 - Setting up Google Analytics
 - Basic Metrics in Google Analytics
 - Real-time Reporting
 - Key Indicators

- ▶ **Assessment Component**
 - Written Assessment – Case Study
 - Individual Project Presentation

COURSE FEES & FUNDING

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<p>Singapore Citizens 40 years old and above</p> <hr/> <p>Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above</p>	<p>S\$900.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p>	<p>S\$114.30</p> <hr/> <p>S\$294.30</p>
<p>Company-Sponsored</p>		<p>Course Fee before Subsidy and GST</p>	<p>Eligible Funding</p>
<p>Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above</p> <hr/> <p>Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old</p> <hr/> <p>Non-SME Singapore Citizens 40 years old and above</p>	<p>S\$900.00</p>	<p>90% SkillsFuture Funding</p> <hr/> <p>70% SkillsFuture Funding</p> <hr/> <p>90% SkillsFuture Funding</p>	<p>S\$114.30</p> <hr/> <p>S\$294.30</p> <hr/> <p>S\$114.30</p>

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the Digital Marketing Analytics (Google Analytics) Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ DIGITAL MARKETING ANALYTICS (GOOGLE ANALYTICS 4)

Course Code: TGS-2023020895

<https://asktraining.com.sg/digital-marketing-courses/wsq-digital-marketing-analytics-google-analytics-course/>

@ASK Training is appointed as a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to **90%** fundings and Career Advisory and Resources Support Programme.

Speak to a Course Consultant

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