



**@ASK Training**  
Attitude | Skills | Knowledge



SINGAPORE  
WORKFORCE SKILLS  
QUALIFICATIONS



# 2-DAYS WSQ ADVANCED DIGITAL MARKETING ANALYTICS (GOOGLE ANALYTICS 4) COURSE

Mastering Data-Driven Marketing with Google Analytics 4  
Certification Training



## Course Duration

**2 Days**  
8.30 AM - 6.30 PM



## Course Fee

From **\$129.16** (inclusive of GST)  
after **90% SkillsFuture Funding**



## Mode of Delivery

Face-to-Face Classroom



This course is accredited by SkillsFuture  
Singapore under the WSQ Skills Framework  
Course Code: TGS-2023020906



## Who Should Attend

This course is suitable for individuals already working in the digital marketing field within brands or agencies or those aspiring to do so.

@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 Advanced Digital Marketing Analytics Course, you should possess the following:

- 1 GCE 'O' level or equivalent ( $\geq 21$  years old); or
- NITEC/Higher NITEC ( $\geq 21$  years old); or
- Mature candidates ( $\geq 30$  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

Google Analytics 4 is a powerful tool for digital marketers, particularly for making data-driven decisions in marketing. Unlike traditional methods, it excels at capturing the complex web of consumer interactions across various channels, unlocking new opportunities for marketing optimisation.

Our 2-Day WSQ Advanced Digital Marketing Analytics (Google Analytics) course is meticulously crafted for digital marketers hungry for advanced knowledge and skills in harnessing Google Analytics to its full potential. Explore the depths of data collection, tracking, reporting, and analysis.

Learn how to manage market research and analytics projects, setting up clear rules for collecting, combining, and analysing data. By the end of this GA4 training course, you'll be confident in using Google Analytics to guide your marketing decisions and improve your campaigns.

# COURSE HIGHLIGHTS

## Learning Objectives:

- Implement custom events to track specific user interactions, user engagement measurement on their website per privacy regulations.
- Utilise the right e-commerce tracking dimension and set up conversion goals and funnels to gain insights into the conversion process on their website.
- Harness Google Analytics for data-driven decision-making, including custom pre-defined reports for deeper insights to traffic and user acquisition, content engagement to optimise website performance and marketing strategies.
- Use secondary dimension and segmentation to derive meaningful insights from Google Analytics.
- Apply advanced reporting techniques and strategies for optimising website performance and marketing efforts based on data-driven insights.

# COURSE **OUTLINE**

## ► **Module 1: Analytics Setup and Event Tracking**

- Getting You Ready
- GA4 Account Setup
- Configure GA4 Tag
- Data Collection & Privacy
- Tracking Events
- Conversion Event Tracking
- Debugging Events

## ► **Module 2: User Behaviour Analysis & Reporting**

- Attribution Model
- Working With Pre-defined Reports
- Types of Visitors
- Manage Unwanted Traffic
- Landing Page Report
- E-commerce Tracking
- Building Audience
- Getting more from Pre-defined Reports

## ► **Module 3: Advanced Analytics Techniques & Integration**

- Customised Pre-defined Reports
- GA4 Report Library
- Resolving Data in Unassigned Channel
- Customised a Chanel Group for UTM Traffic
- Google Search Console – GSC
- Google Ads
- Importing Data into GA4
- Integrating CRM to GA4

## ► **Module 4: Advanced Reporting & Optimisation**

- Using Explore Reports
- Creating Segments
- Building a Dashboard
- Designing an Optimisation Strategy

## ► **Hands-on Project-based Assignment**

At the end of this course, the trainees should be able to utilise Google Analytics to gather data for user behaviour analysis, including applying advanced techniques for reporting and optimisation.

# COURSE FEES & **FUNDING**

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens <b>40 years old and above</b>	<b>S\$1,017.00</b>	<b>90%</b> SkillsFuture Funding	<b>S\$129.16</b>
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) <b>21 years old and above</b>		<b>70%</b> SkillsFuture Funding	<b>S\$332.56</b>
Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
<b>Small-to-Medium Enterprise (SME)</b> Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above	<b>S\$1,017.00</b>	<b>90%</b> SkillsFuture Funding	<b>S\$129.16</b>
<b>Non-SME</b> Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		<b>70%</b> SkillsFuture Funding	<b>S\$332.56</b>
<b>Non-SME</b> Singapore Citizens 40 years old and above		<b>90%</b> SkillsFuture Funding	<b>S\$129.16</b>

For more detailed funding information, visit [asktraining.com.sg/course-fundings/](https://asktraining.com.sg/course-fundings/)



# 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 WSQ Advanced Digital Marketing Analytics Assessment and achieved at least 75% attendance.

# VISIT OUR WEBSITE

## WSQ ADVANCED DIGITAL MARKETING ANALYTICS (GOOGLE ANALYTICS 4) COURSE

Course Code: TGS-2023020906

<https://asktraining.com.sg/digital-marketing-courses/wsq-advanced-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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