



@ASK Training
Attitude | Skills | Knowledge

(24 HRS)

DIGITAL MARKETING ANALYTICS (GOOGLE ANALYTICS)

Course Synopsis

In today's fast-evolving digital landscape, data is your most valuable asset for staying competitive. Yet, many professionals and business owners struggle to transform raw data into clear, actionable insights. With the industry-wide shift to **Google Analytics 4 (GA4)**, it is now essential for marketing teams and entrepreneurs to master this powerful platform to drive smarter, more effective business decisions.

Designed specifically for digital marketers and business leaders, this course empowers you to develop the high-level knowledge and practical skills needed to navigate GA4 with confidence. You will learn to measure and analyse the **real-world performance** of your digital campaigns, ensuring every marketing dollar works harder for your business.

This course bridges the gap between technical tools and strategic outcomes. You will explore a variety of analytics techniques to appraise business variables for both service-based and e-commerce websites. Furthermore, you will learn to use advanced analytic tools to **forecast future demand**, allowing you to **anticipate market shifts** and consumer needs before your competitors do.

Course Code: TGS-2026064599

up to
90%
SkillsFuture
Funding

Balance Fee
SkillsFuture
Credit &
PSEA
Claimable

Balance Fee
SkillsFuture
Enterprise
Credit
Claimable



Prerequisites

Language:

- Attained at least WPLN level 6 OR
- Obtained Grade C6 for GCE O level English OR
- Other equivalent qualifications

Academic:

- Obtained at least a pass or C6 at GCE-Levels in at least 3 subjects OR
- Candidates with other qualifications will be considered on a case-by-case basis OR
- Mature candidates (≥ 30 years old) with 8 years of relevant working experience

Total Training Hours:

- 24-hour training course including a 2-hour assessment
- Written Assessment

Learning Units



Learning Unit 1

Introduction to Digital Marketing Analytics



Learning Unit 2

Data sources in Digital Marketing



Learning Unit 3

Using Google Analytics for Digital Marketing Analysis

Course Objectives

By the end of this course, learners should be able to:

- ✓ 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 marketing analytics and 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.

Programme Fee


S\$1,370

(exclusive of 9% GST)


PROGRAMME FEE AFTER ELIGIBLE SSG SUBSIDIES:

From **S\$173.99**

(inclusive of 9% GST) after 90% SSG Subsidies

 Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens ≥ 40 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Singapore Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99

SkillsFuture Credits can be used on top of existing subsidies

 Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old	S\$1,370.00	90% SkillsFuture Funding	S\$173.99
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$447.99
Non-SME Singaporean Citizens ≥ 40 years old		90% SkillsFuture Funding	S\$173.99

Singapore Citizens 21 years old and above who meet special criteria* may be eligible for Additional Course Fee Funding Support (AFS) of 95% Subsidy. AFS is only eligible for SkillsFuture Career Transition Programme applicants.

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