

# Google Career Certificates

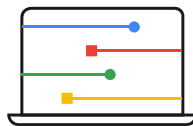
Prepare for a new career in a high-growth field in three to six months, no experience required. You'll get professional training designed by Google, along with the opportunity to connect with top employers that are currently hiring.



Data Analytics



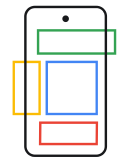
Digital Marketing & E-commerce



IT Support



Project Management



UX Design

## Why earn a Google Career Certificate?

### A path to in-demand jobs:

Connect directly with top employers, like Deloitte, Infosys, Walmart, Shopify, and Verizon that are currently hiring.

**150+**

employers in the Google Career Certificates Employer Consortium.

### Learn at your own pace:

Complete the online program on your own terms.

**Under 10 hours**

of flexible study per week.<sup>1</sup>

### No experience necessary:

Learn job-ready skills, even with no relevant experience.

**1,500,000+**

in-demand job openings across certificate fields.<sup>2</sup>

### Stand out to employers:

Make your resume competitive with a credential from Google.

**75%**

of program graduates report an improvement in their career within 6 months of completion.<sup>3</sup>

<sup>1</sup> Complete in 6 months, under 10 hours per week.

<sup>2</sup> Burning Glass Labor Insight February 1, 2020 - January 31, 2021

<sup>3</sup> Based on program graduate survey responses, United States 2021

# What is IT Support ?

Businesses, nonprofits, school systems, and government organizations all rely on technology. Computers break, systems fail, phones die — when that happens, we need experts to fix them. IT support is all about troubleshooting and problem solving when the tech fails, and providing great customer service along the way. This includes setting up computers for users within an organization, overseeing computer systems, and debugging whenever a problem arises. A job in IT can mean in-person or remote help-desk work in a range of organizations across many different industries.

**\$52,000+**  
average entry-level salary in IT support<sup>1</sup>

**400,000**  
in-demand job openings in IT support<sup>1</sup>

Get a job in IT support, with help from Google.

You'll learn about:



Troubleshooting and customer care



System administration



Networking



Security



Operating systems

## Why earn a Google IT Support Certificate?

### A path to in-demand jobs:

Connect with top employers, like Deloitte, Infosys, Snap Inc., Target, and Verizon, that are currently hiring.

### No experience necessary:

Learn job-ready skills, even with no relevant experience.

### Learn at your own pace:

Complete the online program on your own terms with under 10 hours of flexible study per week.<sup>2</sup>

### Stand out to employers:

Make your resume competitive with a credential from Google.

<sup>1</sup> Burning Glass: Labor Insight (Last 12 Months: Feb. 1, 2021 - Jan. 31, 2022, United States)

<sup>2</sup> Complete in 6 months, under 10 hours per week.

## What is Data Analytics?

Data is a group of facts that can take many different forms, such as numbers, pictures, words, videos, observations, and more. We use and create data every day, like when we stream a show or a song or post on social media.

Data analytics is the collection, transformation, and organization of these facts to draw conclusions, make predictions, and drive informed decision-making.

**\$74,000+**

average entry-level salary in data analytics

**380,000**

in-demand job openings in data analytics

Get a job in data analytics, with help from Google.

You'll learn about:



Data types and structures



Data storytelling with visualizations



Using data to solve problems



R programming to supercharge your analysis



Analyzing data

## Why earn a Google Data Analytics Certificate?

### A path to in-demand jobs:

Connect with top employers, like Deloitte, Infosys, Snap Inc., Target, and Verizon, that are currently hiring.

### No experience necessary:

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### Learn at your own pace:

Complete the online program on your own terms with under 10 hours of flexible study per week.

### Stand out to employers:

Make your resume competitive with a credential from Google.

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# What is UX Design?

UX design is all about shaping the experience that users have while using products like websites, apps, and physical objects. UX designers make those everyday interactions more useful, usable, and accessible. The role of an entry-level UX designer might include coming up with ideas to address user problems; conducting research with users; and designing wireframes, mockups, and prototypes.

**\$92,000+**

average entry-level salary in UX design

**99.00**

in-demand job openings in UX design

Get a job in UX design, with help from Google.

You'll learn about:



Developing personas, user stories, and user journey maps



Conducting usability studies



Creating wireframes and prototypes



Testing and iterating on designs



Building a professional portfolio

## Why earn a Google UX Design Certificate?

**A path to in-demand jobs:**  
Connect with top employers like, Deloitte, Target, and Verizon, that are currently hiring.

**Learn at your own pace:**  
Complete the online program on your own terms with under 10 hours of flexible study per week.

**No experience necessary:**  
Learn job-ready skills, even with no relevant experience.

**Stand out to employers:**  
Make your resume competitive with a credential from Google.

<sup>1</sup> Burning Glass: Labor Insight (Last 12 Months: Feb. 1, 2021 - Jan. 31, 2022, United States)

<sup>2</sup> Complete in 6 months, under 10 hours per week.

# What is Digital Marketing and E-Commerce?

Digital marketing is about connecting people and brands online. People with careers in this field use display advertising, email, search engines, and other online channels to attract and engage customers, encourage them to make purchases, and build customer loyalty.

E-commerce refers to the trading of goods and services over the internet. E-commerce specialists use online platforms to buy and sell products and services, which includes designing an online store, crafting product listings, conducting market research, fulfilling orders, and analyzing store performance.

**\$51,000+**

median salary in the fields of digital marketing and e-commerce

**218,000**

jobs in digital marketing and e-commerce

## Get a digital marketing and e-commerce job, with help from Google



Developing customer loyalty online

### You'll learn about:



Marketing analytics and measurement



Interacting with customers online with digital marketing channels



Building, launching, and managing e-commerce stores

## Why earn a Google Digital Marketing & E-commerce Certificate?

### A path to in-demand jobs:

Connect with top employers like, Deloitte, Wayfair, Infosys, and Walmart, that are currently hiring

### Learn at your own pace:

Complete the online program on your own terms with under 10 hours of flexible study per week<sup>2</sup>

### No experience necessary:

Learn job-ready skills, even with no relevant experience

### Stand out to employers:

Make your resume competitive with a credential from Google

<sup>1</sup> Burning Glass: Labor Insight (Last 12 Months: Feb. 1, 2021 - Jan. 31, 2022, United States)

<sup>2</sup> Complete in 6 months, under 10 hours per week.

# What is Project Management?

Project management is the application of knowledge, skills, tools, and techniques to project activities to meet the project requirements.

**\$73,000+**

average entry-level salary in project management

Project management is valuable to businesses because it helps ensure that a project delivers the expected outcomes — both on time and within budget. So, as you can imagine, project management is critical to the success of projects both big and small.

**479,000**

in-demand job openings in project management

Get a job in project management, with help from Google.

## You'll learn about:



Estimating time and budgets



Running effective meetings and managing stakeholders



Identifying and managing risks



Applying Agile and Scrum frameworks



Navigating team dynamics and leadership skills

## Why earn a Google Project Management Certificate?

**A path to in-demand jobs:**  
Connect with top employers, like Deloitte, Snap Inc., Target, and Verizon, that are currently hiring.

**Learn at your own pace:**  
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**No experience necessary:**  
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