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# Google Career Certificates

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**Strengthen pathways to high-growth jobs for your students**



# Combining certificates with a degree can help create better job opportunities for students

Students, higher education leaders, and employers agree that professional certificates can help enhance employability when paired with degrees.

**86%**

of U.S. university-age students believe a professional certificate will help them get a job upon graduation.<sup>1</sup>

**92%**

of higher education leaders say microcredentials support institutional competitiveness.<sup>2</sup>

**68%**

of U.S. employers would prefer a job candidate for an entry-level position who has a college degree and a microcredential.<sup>4</sup>

74% of U.S. students are more likely to enroll in a degree program that offers industry microcredentials.<sup>2</sup> That's because combining certificates with degrees can help create better job opportunities for graduates.

**English and literature majors who acquire project management skills can increase their entry-level salary by 29%<sup>3</sup>**

\$42k

\$54k

**History majors who acquire data analysis can increase their entry-level salary by 38%<sup>3</sup>**

\$40k

\$55k

**Psychology majors who acquire IT management skills can increase their entry-level salary by 35%<sup>3</sup>**

\$40k

\$54k

# Google Career Certificates help prepare students for the workforce

## Training programs for high growth, in-demand fields

Cybersecurity

Data Analytics

Digital Marketing  
& E-commerce

IT Support

Project  
Management

User Experience  
(UX) Design

- ✓ **Created by Google experts**  
Developed and taught by Google experts with decades of experience.
- ✓ **Industry-recognized, credit-recommended**  
Aligned with certifications from leading industry associations, including CompTIA and the Project Management Institute (PMI). ACE® recommended for up to 15 credits.
- ✓ **Rigorous and relevant**  
Hands-on learning with built-in assessments, real-world projects, and skill-building labs.
- ✓ **Vetted by employers**  
Informed by insight from experts and recruiters at top employers hiring in these fields.

## More than 150 national employers are committed to hiring Google Career Certificates grads



# Leading institutions find success with Google Career Certificates

## What universities are saying



“Pairing a bachelor’s degree with a Google certificate leads to graduates who are broadly educated and specifically skilled—a winning combination for students and employers. By providing students the ability to pursue a Google Career Certificate concurrently with their degree, the University of Texas System is positioning our graduates for success in the job market.”

**Archie Holmes, Executive Vice  
Chancellor for Academic Affairs, The  
University of Texas System**



“Gies College of Business and Google share a common mission to make life-changing education flexible, affordable, and powerful. This partnership will enable learners to develop real, tangible knowledge and durable, transferable skills so they can achieve their personal and professional goals.”

**Brooke Elliott, Associate Dean and EY  
Distinguished Professor in  
Accounting, Gies College of Business,  
University of Illinois at  
Urbana-Champaign**

400+ educational institutions offer Google Career Certificates to their students, including:



# Meet strategic priorities with Google Career Certificates

✓ **Boost your curriculum with Google Career Certificates to improve student employability.**

Join institutions like The University of Texas System by offering Google Career Certificates to students as a co-curricular offering or embedding them into existing for-credit courses with faculty.



✓ **Expand access to degree programs by granting credit for prior learning.**

Google Career Certificates are recommended for up to 15 college credits by ACE®. Join schools like Northeastern University, which already applies credit toward degree programs.



✓ **Develop an industry-specialized course to broaden access to specific job fields.**

Join schools like the Columbia University Fu Foundation School of Engineering and Applied Science, which designed a construction industry-specific specialization around the Google Project Management Certificate.



✓ **Bring Google Career Certificates to continuing and professional studies students.**

Provide access to learners looking to upskill, like University of California, Los Angeles (UCLA) is doing through its UCLAxOpen program.



✓ **Make Google Career Certificates accessible to alumni.**

Offer the certificates to alumni to help them grow after graduation, like the Rutgers University Skill-Up program.



# Set students up for early career success

## An ideal complement to degree programs:

- ✓ **Flexible learning:** Students can learn at their own pace, as part of a course, or with a cohort of other students.
- ✓ **Skills for in-demand roles:** Students will gain skills that will help qualify them for more than 2.4 million open roles with a median salary of \$76,000.<sup>1</sup>
- ✓ **A manageable workload:** Certificates can be completed within a semester as a complement to curriculum.

## Support to enable student success:

- ✓ **1:1 career services:** Access no-cost services like personalized career coaching, resume support, and interview preparation.
- ✓ **Powerful job search benefits:** Invites to exclusive job listings, career fairs, and hiring events.
- ✓ **Direct connections to employers:** Get personalized introductions to recruiters from 150+ employers in the Google Career Certificates Employer Consortium.

A credential that delivers results: **75%+** of program graduates report an improvement in their career trajectory within 6 months of completion.<sup>2</sup>

## What students are saying



"I was able to get my first full-time job in a field that I am very interested in, and it came with good pay and benefits. I wouldn't have been pushed to learn skills such as SQL without this program."

**Antonio Diaz, Brandeis University and Google Data Analytics Certificate graduate**  
Quality Assurance Data Analyst at Ookla



"I graduated with my BBA in Marketing, but I took the Data Analytics certificate program. These are two very different fields of study which allowed me to ultimately diversify my resume and land my dream job."

**Katelynn Winchell, UT Permian Basin and Google Data Analytics Certificate graduate**  
Associate Designer at Oncor Electric

# Equip students with the job skills they need

## Google Career Certificates teach over 200 skills

### Field-specific technical skills

Each Google Career Certificate is designed to help learners acquire the most in-demand technical skills in that field, including programming languages, industry frameworks, key platforms, technical processes, and more. Examples include:

- **SQL** (Data Analytics, Cybersecurity)
- **Python** (Cybersecurity, IT Automation with Python, Advanced Data Analytics)
- **Agile** (Project Management)
- **Figma & Adobe XD** (UX Design)
- **SEM / SEO** (Digital Marketing & E-commerce)
- **Linux** (IT Support)
- **Tableau & Lookr** (Advanced Data Analytics)
- **Jupyter Notebook** (Business Intelligence)

### Durable skills for the workplace

Certificates also equip learners with skills that will help them advance their careers and perform better, regardless of their roles. Examples include:

- Analytical thinking
- Stakeholder communication
- Problem solving
- Team management and leadership
- Risk management
- Data visualization
- User-first thinking
- Research

Brandon Trieu  
Google IT Automation with Python Certificate Graduate  
Hired by Headspace Health



Join more than 400  
educational institutions in  
offering Google Career  
Certificates to their students.

**Getting started is easy.**

Visit [goo.gle/GrowEdu](https://goo.gle/GrowEdu) or  
scan the QR code to fill  
out a form on Coursera  
and our team will be in  
touch.



# Certificate Details

Learn more about the curriculum for each certificate

# About Google Career Certificates

Taught and designed by Google experts with decades of experience, **Google Career Certificates** help prepare learners for careers in high-growth fields. Google Career Certificates are developed by Google experts to be rigorous, comprehensive, and practical, with content that is vetted by top employers and industry partners.

## Foundational certificates

help prepare learners for entry-level roles, with no experience required, in 3-6 months of part-time study.

- [Cybersecurity](#)
- [IT Support](#)
- [Data Analytics](#)
- [Digital Marketing & E-commerce](#)
- [Project Management](#)
- [User Experience \(UX\) design](#)

## Advanced certificates

are designed for people who have several years of experience, or who have earned the foundational Google Career Certificate in the corresponding field of study.

- [IT Automation with Python](#)
- [Advanced Data Analytics](#)
- [Business Intelligence](#)

# Job-ready skills in cybersecurity

## About the program

The **Google Cybersecurity Certificate** features over 120 assessments and 125 hands-on projects. Graduates are equipped with key competencies like:

- Ability to protect networks, devices, people, and data from unauthorized access and cyberattacks using SIEM tools, IDS, and network protocol analyzers (packet sniffing).
- Ability to identify and mitigate common risks, threats, and vulnerabilities.
- Hands-on experience with cybersecurity software and programming languages that are commonly used by security analysts like Linux and SQL, along with exposure to Python.
- Overlapping skills to take the CompTIA Security+ exam, earning a dual credential when they complete both.



Python



Linux



Intrusion detection systems



Security information and event management (SIEM)



SQL



Information security



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The Google Cybersecurity Certificate helps graduates prepare for in-demand roles, including:

- Cybersecurity analyst
- Security analyst
- Security operations center (SOC) analyst
- Information security analyst
- IT security analyst
- Cyber defense analyst

# Job-ready skills in IT support

## About the program

The **Google IT Support Certificate** features over 100 assessments, 24 hands-on exercises, and four writing exercises. It comes with an ACE® recommendation of 15 college credits, the equivalent of 5 college courses at the bachelor's degree level. Graduates are equipped with key competencies like:

- Understanding the core concepts of all IT support jobs, including troubleshooting, customer service, networking, system administration, operating systems, and security.
- Knowing how to assemble a computer, write effective support documentation, route paths and subnets, manage device software, and more.
- A working knowledge of Linux, cloud computing, and command-line interfaces.
- Overlapping skills to take the CompTIA A+ certification, earning a dual credential when they complete both.



Troubleshooting



Customer support



Networking



System  
administration



Operating  
systems



Security



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The Google IT Support Certificate helps graduates prepare for in-demand roles, including:

- IT support technician
- Help desk technician
- IT specialist
- Tech support specialist
- IT support specialist
- IT technician

# Job-ready skills in IT automation

## About the program

The **Google IT Automation with Python Certificate** features 70 assessments, 23 hands-on labs, and 9 programming assignments. Graduates are equipped with key competencies like:

- Ability to program with Python to automate common system administration tasks.
- Knowing how to use Git and GitHub to troubleshoot and debug complex problems.
- Ability to apply automation at scale by using configuration management and the cloud.



Python



GitHub



Cloud



System  
administration



Debugging



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The Google IT Automation with Python Certificate helps graduates prepare for in-demand roles, including:

- IT support II
- Systems administrator
- Site reliability engineer
- Senior IT support technician
- Advanced IT technician

# Job-ready skills in data analytics

## About the program

The **Google Data Analytics Certificate** features over 130 assessments, 86 hands-on exercises, and 40 writing projects. It comes with an ACE® recommendation for 12 college credits, the equivalent of 4 college courses at the bachelor's degree level. Graduates are equipped with key competencies like:

- Working knowledge of essential data analysis platforms (spreadsheets, SQL, Tableau, R) and when to use them in the data lifecycle.
- Understanding how to translate a business question into a data analysis exercise, including transforming, visualizing, and modeling data.
- Knowing how to distill findings into actionable takeaways and recommendations for key stakeholders.



Finding patterns



Coding



Visualizing



Analyzing



Planning



Sharing



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The Google Data Analytics Certificate helps graduates prepare for in-demand roles, including:

- Data analyst
- Junior data analyst
- Associate data analyst
- Operations analyst
- Business systems analyst

# Job-ready skills in advanced data analytics

## About the program

The **Google Advanced Data Analytics Certificate** features over 100 assessments, 13 hands-on activities, and 25 programming assignments. Graduates are equipped with key competencies like:

- Technical skills with tools like Jupyter Notebook, Python, and Tableau.
- Ability to create data visualizations and apply statistical methods to investigate data.
- Ability to build regression and machine learning models to analyze and interpret data.



Data science



Machine learning



Coding python



Predictive modeling



Exploratory data analytics



Statistical analysis



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The Google Advanced Data Analytics Certificate helps graduates prepare for in-demand roles, including:

- Senior data analyst
- Junior data scientist
- Data science analyst
- Data analytics scientist

# Job-ready skills in **business intelligence**

## About the program

The **Google Business Intelligence Certificate** features more than 30 assessments and 21 hands-on activities. Graduates are equipped with key competencies like:

- Understanding of data modeling and extract, transform, load (ETL) processes that meet organizational goals.
- Ability to design data visualizations that answer business questions.
- Ability to create dashboards that effectively communicate data insights to stakeholders.



Business intelligence



Extract, transform, load data



Visualizations



Tableau



Dashboarding & reporting



Business analysis



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The Google Business Intelligence Certificate helps graduates prepare for in-demand roles, including:

- Business intelligence analyst
- Business intelligence engineer
- Business intelligence developer
- Business data analyst

# Job-ready skills in digital marketing & e-commerce

## About the program

The **Google Digital Marketing & E-commerce Certificate** features over 210 assessments, and 74 hands-on activities. It comes with an ACE® recommendation for 9 college credits, the equivalent of 3 college courses at the bachelor's degree level. Graduates are equipped with key competencies like:

- Digital marketing and e-commerce skills to help businesses grow their online presence and sales.
- An understanding of digital marketing disciplines, including email marketing, marketing analytics and measurement, SEO/SEM, reaching customers and selling online, and building customer loyalty.
- Ability to use popular digital marketing and e-commerce tools, including Canva, Constant Contact, Hootsuite, HubSpot, Mailchimp, Shopify, X (formerly known as Twitter), Google Ads, and Google Analytics.



Engaging customers



Content marketing



Email marketing



Marketing analytics



Selling online



Creating a portfolio



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The Google Digital Marketing & E-commerce Certificate helps graduates prepare for in-demand roles, including:

- Marketing coordinator
- E-commerce associate
- Paid search specialist
- Email marketing specialist
- Media planner
- Digital marketing specialist

# Job-ready skills in **project management**

## About the program

The **Google Project Management Certificate** features over 240 assessments and 89 hands-on projects. Certificate graduates qualify for over 100 hours of project management education that apply directly to requirements for globally-recognized PMI credentials, like the Certified Associate in Project Management (CAPM)<sup>®</sup> certification, at a discounted price. It also comes with an ACE<sup>®</sup> recommendation for 9 college credits, the equivalent of 3 college courses at the bachelor's degree level. Graduates are equipped with key competencies like:

- Knowing how to manage and run Agile and traditional projects from initiation to completion.
- Understanding of organizational structure, process improvement, risk management techniques, and communication and leadership styles and tactics.
- All the skills necessary to manage complex projects on time and on budget.



**Team  
management**



**Scheduling**



**Negotiating**



**Budget  
management**



**Customer  
service**



**Presenting**



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**The Google Project Management Certificate helps graduates prepare for in-demand roles, including:**

- Project coordinator
- Project assistant
- Program manager
- Scrum master
- Project analyst
- Technical project manager

# Job-ready skills in user experience (UX) design

## About the program

The **Google User Experience (UX) Design Certificate** features over 220 assessments and 130 hands-on projects. It comes with an ACE® recommendation for 10 college credits, the equivalent of 3 to 4 college courses at the bachelor's degree level. Graduates are equipped with key competencies like:

- Ability to use Figma and Adobe XD, two of the most popular and in-demand design platforms.
- Understanding of how to design and implement core elements of UX design projects, including user research, usability studies, design sprints, and prototyping.
- Experience building real-world projects, including a mobile app, a responsive website, and a cross-platform experience.



User research



Wireframing



Prototyping



Design testing



Usability studies



Responsive design



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The Google UX Design Certificate helps graduates prepare for in-demand roles, including:

- User experience (UX) designer
- UI designer
- Interaction designer
- Visual designer
- Product designer