

Google Career Certificates

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.¹

92%

of higher education leaders say microcredentials support institutional competitiveness.²

68%

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

74% of U.S. students are more likely to enroll in a degree program that offers industry microcredentials.² 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%3

History majors who acquire data analysis can increase their entry-level salary by 38%3

Psychology majors who acquire IT management skills can increase their entry-level salary by 35%3



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.

Rigorous and relevant

Hands-on learning with built-in assessments, real-world projects, and skill-building labs.

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.

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



Deloitte.









































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:

















THE TEXAS STATE UNIVERSITY SYSTEM





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



✓ 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.





programs.

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 \$76,000.1
- 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.²

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





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

Getting started is easy.

Visit 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
- <u>Digital Marketing & E-commerce</u>
- Project Management
- <u>User Experience (UX) design</u>

Advanced certificates

are designed for people who have several years of experience, or who have 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.





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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

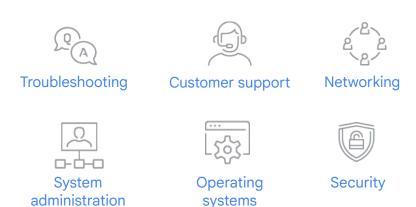


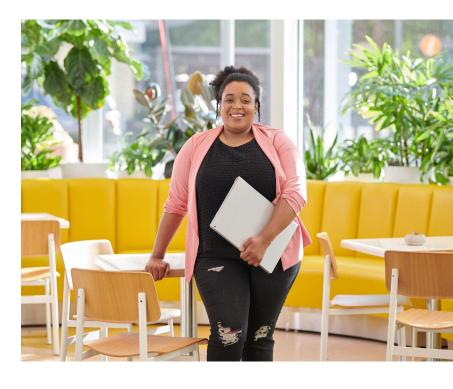
Job-ready skills in IT support

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.





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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.



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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







GitHub







System administration

Debugging



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.





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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.









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.





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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

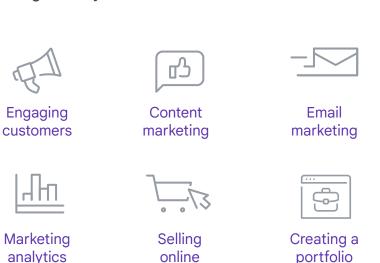


Job-ready skills in digital marketing & e-commerce

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.





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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)® certification, at a discounted price. It also 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:

- 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.





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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

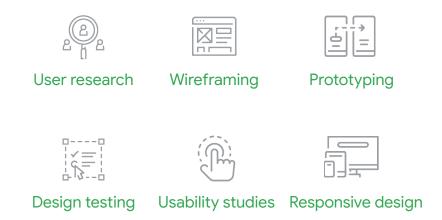


Job-ready skills in user experience (UX) design

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.





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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

