Google Analytics

This programme aims to enhance the skills and concepts for digital marketers who do not have web programming background. Participants will learn the Google Analytics (GA) setup, operation, and tools to perform data analysis, visualization, reporting, and gain insights from customer behaviour to enhance the effectiveness of digital marketing.

Programme Structure

Topics

1. Google Analytics Basics
2. Audience overview
3. Traffic acquisition
4. E-commerce analytics
5. Multi-Channel Funnels
6. More Google tools, e.g. Google Tag Manager, Google AdWords, Google Webmasters, Google Optimize
7. Case studies

Entry Requirement

One must be at least 18 years of age

Programme Delivery

Duration: 1 day

Time: 10:00 am – 5:00 pm (1 hour break)

Schedule is subject to change when necessary.

Course Fee

• HK$1,800
• HK$1,600 (HKU SPACE Alumni or Early Bird Discounts)

All fees are subject to change without prior notice.
Tutor:
Mr. Xavier Schillinger

Xavier's hard skills are focused in online traffic acquisition and in marketing performance. He graduated from ESG School Paris in Digital Marketing and successfully completed a General Business Studies Certificate with Concentration in Entrepreneurship at UCLA. Currently Head of Social Media at Digital Business Lab, a social media agency, Xavier manages the production team and oversees a portfolio of 10 active clients.

Application Procedure

Online; or

In person:
Please bring along the following documents to any of our Enrollment Centre
1. Completed application form (SF26)
2. Photocopy of HK Identity Card

Application Deadline

Applications are open throughout the year.

Programme Enquiries

For more programme details, please visit
https://hkuspace.hku.hk/prog/google-analytics

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