

# Google Analytics

## 網站數據分析

### MKTG9200

*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.*



## Google Analytics

#### 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

#### Programme Enquiries

For more programme details, please visit

<https://hkuspace.hku.hk/prog/google-analytics>

Tel: 2867 8313

Email: [ws.chiu@hkuspace.hku.hk](mailto:ws.chiu@hkuspace.hku.hk)

#### Application Deadline

Applications are open throughout the year.

## Enrolment Centres

### Admiralty Learning Centre [ADC]

3/F., Admiralty Centre,  
18 Harcourt Road, Hong Kong  
(Exit A, Admiralty MTR Station)  
3761 1111

### Fortress Tower Learning Centre [FTC]

1/F., Fortress Tower, 250 King's  
Road., North Point, Hong Kong  
(Exit B, Fortress Hill MTR Station)  
3762 0888

### HPSHCC Campus [HPSHCC]

1/F, HPCC Campus,  
66 Leighton Road,  
Causeway Bay, Hong Kong  
3923 7171

### Island East Campus [IEC]

2/F, 494 King's Road,  
North Point, Hong Kong  
(Exit B3, North Point MTR Station)  
3762 0000

### HKU Campus [HKUC]

3/F., T.T.Tsui Bldg.  
The University of Hong Kong  
Pokfulam Road, Hong Kong  
2975 5680

### Kowloon East Campus [KEC]

1/F, 28 Wang Hoi Road,  
Kowloon Bay, Kowloon  
(Exit B, Kowloon Bay MTR Station)  
3762 2222