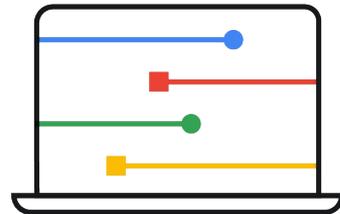
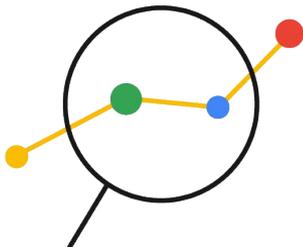
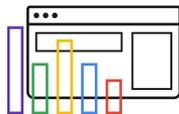
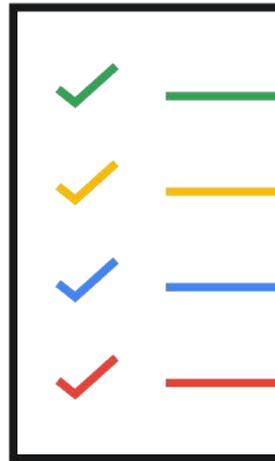
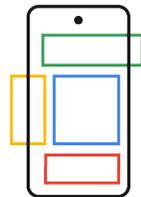




Google Career Certificates

Scholarship Program





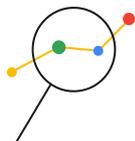
Program Overview

Introducing the Google Career Certificates

Designed to help employees get the skills they need to grow in their careers



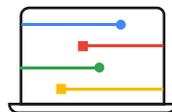
Cybersecurity



Data Analytics



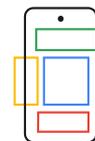
Digital Marketing
& E-commerce



IT Support



Project
Management



UX Design

Flexible & Accessible

100% online

Self-paced and easily integrated

Cohort guides & learner support

3-6 months

Industry-Recognized Certificates

400K US graduates: **75%** report a positive career outcome within 6 months¹

Verified Google Certificate upon completion

Top Certificates on Coursera

ACE recommended for
up to **15 credits**

Rigorous & Relevant

Built by Google experts & vetted by top employers & industry partners

Hundreds of assessments

Real world, job-based projects

Product neutral

Introducing the Google Career Certificates

Designed to help employees get the skills they need to grow in their careers



Drive Career Growth, Bridge Skills Gaps & Create Pathways

Access to a content library teaching over **200+** skills*

Seamlessly create skill-based pathways with verifiable & stackable certificates

Immediately add organizational value with ready-to-use artifacts



Actionable Data & Insights Dedicated Support

Powerful dashboards & reports to help measure employee learning journeys & demonstrate ROI

Exclusive access to Google playbooks, guides & thought leadership series

Dedicated Google account management support + priority Coursera escalation path



A Cost-Effective, Turn-Key Solution

Custom programming that meets your organizational needs, budget & timeline

LMS integrations and quick implementation

Single sign-on integration

Google AI Essentials

Google AI Essentials is a self-paced course designed to help people across roles and industries get essential AI skills to boost their productivity, zero experience required.

The course is taught by AI experts at Google who are working to make the technology helpful for everyone. They'll do more than teach about AI — they'll show how to actually use it in the real world.

Learners gain hands-on experience

Using generative AI tools to help:

- Develop ideas and content
- Make more informed decisions
- Speed up daily work tasks

Writing effective prompts

Create clear and specific prompts to get the output you want.

Stay ahead of the curve:

21x

Increase in job postings mentioning AI technologies¹

1.75

Average hours saved each day reported by employees who use generative AI²

Using AI responsibly

Identify AI's potential biases and avoid harm.

¹ LinkedIn. [Future of Work Report](#) (August 2023).

² Visier. [Survey Report: Closing the Global Skills Gap](#) (2023).

Google Cybersecurity Certificate

Certificate graduates learn how to help organizations monitor and protect networks, devices, people, and data.

This certificate gives learners hands-on experience using Python, Linux, SQL, Security Information and Event Management (SIEM) tools, and intrusion detection systems.

The Google Cybersecurity Certificate helps prepare you for the CompTIA Security+ exam, the industry leading certification for cybersecurity roles. You'll earn a dual credential when you complete both.

[Cybersecurity: Key Competencies and Job Mapping](#)

Qualified for roles such as:

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

Skills developed:



Python



Linux



SQL



Security information
and event
management tools



Intrusion
detection
systems



Information
security

Google Data Analytics Certificate

Certificate graduates have a working knowledge of essential data analysis platforms — including spreadsheets, SQL, Tableau and R programming — and when to use them in the data life cycle.

Graduates also understand how to translate a business question into a data analysis exercise and to distill findings into actionable takeaways.

Google's beginner Data Analytics Certificate has become the **most popular Professional Certificate** on Coursera globally.

[Data Analytics: Key Competencies and Job Mapping](#)

Skills developed:



Finding patterns



Coding SQL, R



Visualizing



Analyzing



Planning



Sharing

Qualified for roles such as:

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



Data analytics overview video [\(2:02\)](#); [\(38:06\)](#)

Google Digital Marketing & E-commerce Certificate

Certificate graduates learn the fundamentals of digital marketing and e-commerce to help businesses grow their online presence and sales.

This certificate gives learners hands-on practice using popular digital marketing and e-commerce tools such as Canva, Constant Contact, Hootsuite, HubSpot, MailChimp, Shopify, Twitter, Google Ads, and Google Analytics.

[Digital Marketing & E-commerce: Key Competencies and Job Mapping](#)

Qualified for roles such as:

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

Skills developed:



Engaging customers



Content marketing



Email marketing



Marketing analytics



Selling online



Creating a portfolio

Google IT Support Certificate

Certificate graduates understand concepts core to all IT support jobs, and know how to assemble a computer, write effective support documentation, route paths and subnets, manage device software, and more.

Graduates also dive into working with Linux, Cloud Computing and Command-Line Interfaces.

[IT Support: Key Competencies and Job Mapping](#)

Qualified for roles such as:

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



IT support overview ([2:12](#)); ([39:33](#))

Skills developed:



Troubleshooting



Customer support



Networking



System administration



Operating systems



Security

Google Project Management Certificate

Certificate graduates know how to run traditional and Agile projects and programs from initiation to completion. They possess a toolbox of templates and artifacts to manage an array of scenarios and project elements, like schedules, budgets, and product requirements.

Graduates also understand organizational structure, process improvement, risk management techniques, and communication and leadership styles. Upon completion, they are eligible for over 100 education hours to qualify for PMI certifications.

[Project Management: Key Competencies and Job Mapping](#)

Skills developed:



Scheduling & Project Management Software



Team management



Negotiating & Communication



Budget management



Customer service



Presenting

Qualified for roles such as:

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



Project management overview [\(1:59\)](#); [\(37:10\)](#)

Google UX Design Certificate

Certificate graduates know how to follow the UX design process, understand the basics of UX research, and can work with Figma and Adobe XD — two of the most in-demand design tools by employers.

Graduates also build portfolio websites to showcase their projects, including a mobile app, a responsive website, and a cross-platform experience.

[UX Design: Key Competencies and Job Mapping](#)

Qualified for roles such as:

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



UX design overview [\(1:58\)](#); [\(42:11\)](#)

Skills developed:



User research



Wireframe



Prototype



Test designs



Usability studies



Create a portfolio