

National Tsing Hua University

Data Analysis and Digital Marketing Certification Class

To make students more competitive in the workplace before entering it, the Career Development Group of Tsinghua University has specially planned career digital competency courses, hoping to help students develop future employment skills. In the era of digital transformation, more and more companies require employees to be able to operate GA when recruiting talents. For freshers, having Google's official GA certification will be the best proof they can analyze Google Analytics data!

From the 104 surveys, we can find that the demand for digital marketing and analysis talents in the job market has grown significantly. With the development of smart business, all industries are beginning to digitize. Through this course, you can learn web traffic analysis and digital marketing skills, and aim to obtain five certificates, hoping to develop your future career.

- I. Sponsor: Career Development Group, Academic Affairs Office, Tsinghua University
- II. Registration time: December 9 (Monday) to December 23 (Monday), 2024
- III. Class location: Tsinghua campus, classrooms to be notified later
- IV. Course Progress :

theme	date	content
First stage: GA Analysis Certification	March 18 th (Tue) 17:00-20:00	<ol style="list-style-type: none"> 1. Basic concepts of website analysis 2. GA4 account interface introduction and structure description 3. Introduction to common dimensions and indicators in reports 4. Visitor profiling
	March 25 th (Tue) 17:00-20:00	<ol style="list-style-type: none"> 1. Website traffic analysis 2. Marketing effectiveness tracking mechanism established 3. credit attribution and attribution models
	April 1 st (Tue) 17:00-20:00	<ol style="list-style-type: none"> 1. Website behavior analysis 2. Discovery function (customized reports) 3. GA4 certification analysis test questions explanation 4. Certificate 1: GA4 certification computer exam
Second stage: Google search ads	April 8 th (Tue) 17:00-20:00	<ol style="list-style-type: none"> 1. Basic principles and account creation 2. Planning before building a search advertising campaign 3. Search Advertising Backstage Operation Tutorial

	April 15 th (Tue) 17:00–20:00	<ol style="list-style-type: none"> 1. Search advertising optimization strategies and performance evaluation 2. Certification exam simulation exercises 3. Certificate 2: Keyword Advertising Certification Examination
The third stage: Google display advertising	April 22 nd (Tue) 17:00–20:00	<ol style="list-style-type: none"> 1. Introduction to active exposure advertising 2. Introduction to multimedia advertising and account pricing instructions 3. Introduction and analysis of multimedia bidding strategy
	April 29 th (Tue) 17:00–20:00	<ol style="list-style-type: none"> 1. Introduction to multimedia targeting 2. Introduction to responsive multimedia advertising 3. Certification exam simulation exercises 4. Certificate 3: Multimedia Advertising Certification Examination
The fourth stage: Google video ads	May 6 th (Tue) 17:00–20:00	<ol style="list-style-type: none"> 1. A brief discussion on YouTube trends 2. YouTube video advertising and account price purchase instructions 3. Introduction and application of video advertising formats 4. Certification exam simulation exercises 5. Certificate 4: Audiovisual Advertising Certification Examination
The fifth stage: Google creative advertising	May 13 th (Tue) 17:00–20:00	<ol style="list-style-type: none"> 1. Analysis of the essentials of various types of Google advertising materials 2. Certification exam simulation exercises 3. Certificate 5: Advertising Material Certification Examination
Summarize	May 20 th (Tue) 17:00–20:00	<ol style="list-style-type: none"> 1. How to draw up a marketing budget 2. Marketing strategy planning and formulation 3. Discussing students' questions and sharing their experiences

V. Active objects:

- (1) There are 20 current students at Tsinghua University (excluding exchange students and in-service special classes).
- (2) Five places are reserved for foreign students. If no foreign students sign up, the places will be used for domestic students. If the number of foreign students signing up exceeds five, the admission list will be determined by lottery.

VI. Screening and admission method: If the number of applicants exceeds 20, at least one from each hospital will be allocated the quota according to the proportion of the number of applicants. If the quota cannot be evenly distributed into a whole number of places in the

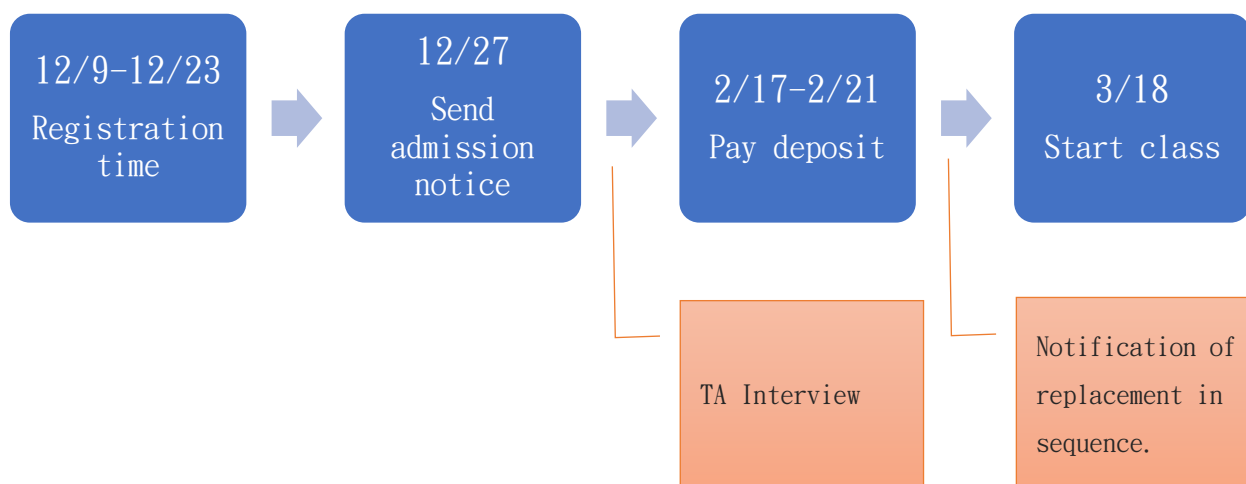
same order, the allocation of quota will be determined by drawing lots in this group. , those who are not drawn as the correct candidates will be included in the alternative list, and the alternative decision method will not distinguish between colleges, and the order will be determined by drawing lots together. Only those who receive the green withdrawal notification letter and pay the deposit within the deadline will be deemed to have successfully registered. If the deposit is not paid, students who are waiting to apply for the green deposit will make up the amount in order.

- VII. Registration fee: None, but a deposit of **2,500 NTD** is required. The payment account number will be sent by the staff development team, and students are asked to pay via ATM. If you have paid a deposit but cancel your participation before the course starts, the deposit will be refunded but you will not be able to participate in the digital competency courses conducted by this group in the next year.
- VIII. Regulations for receiving the completion certificate and refunding the deposit:
- (1) It is necessary to obtain 5 certifications for GA4, keyword advertising, multimedia advertising, audio-visual advertising and advertising materials before 23:59 on May 25 (Sunday).
 - (2) You must submit the assignments assigned by the teacher (depending on the teacher's regulations).
 - (3) Write 600 words of participation experience and questionnaire feedback .
 - (4) If you miss one class, you can refund the deposit and receive a completion certificate; if you miss two classes, the deposit and completion certificate cannot be refunded.
 - (5) The refunded deposit will be remitted to the student's account by the school, and the certificate collection time will be notified separately.
- IX. Other notes:
- (1) Those who are interested in becoming a teaching assistant in this class, please fill in the book review information when registering, and record a 3-minute self-introduction video in English and send it to w_tchang@mx.nthu.edu.tw for qualification review.
 - (2) Serving as a teaching assistant in this class requires a book review and interview. The interview time will be notified separately. Those who serve as teaching assistants will be exempted from paying a deposit, will be provided with dinner before the class every week, will take a set of image photos, and will be issued a teaching assistant certificate. If there are foreign students in the class, the teaching assistant must have the English communication skills to tutor the foreign students, and an additional teaching assistant fee of 6,000 yuan will be paid.
 - (3) This course will use the computer classroom on campus. If the computer classroom is unavailable, students are required to bring their laptops to class.
 - (4) This class uses mainly Chinese teaching language and teaching materials, but the Google certification exam is available in Chinese and English.
 - (5) Any notification will be sent by email. Please pay attention to whether the letter is mistaken for spam.
 - (6) The Division of Career Development reserves the right to change and interpret the procedures.

10. Contact person: Ms. Chang

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Teacher introduction

1. Huang Xiaochun

【Current position】

- CEO of Ouba International E-Commerce Company
- Co-founder of Laoshi Marketing Office
- Mr. Ouba 's slash life webmaster
- Jingli Digital Marketing Marketing Consultant
- Weiyu TibaMe Distinguished Lecturer

【Professional experience】

- Youth Entrepreneurship Association' s open class on keyword Facebook advertising
- Lecturer of public course on keyword Facebook advertising and online marketing of the Ministry of Education of the Culture University
- Tibame Weiyu Co., Ltd. line marketing advertising lecturer
- Formosa College Google Analytics Instructor
- ITRI LINE Advertising Lecturer
- Financial Research and Training Institute Social Marketing GA Analysis Lecturer
- E-commerce Marketing Lecturer at National Taiwan University of Science and Technology
- Lecturer of e-commerce marketing at Huafan University
- Taichung World Trade Center Google Analytics Lecturer
- Lecturer on Facebook advertising at Tamkang University
- Facebook Advertising Specialist, Taipei University of Commerce
- E-commerce specialist at Taipei City University of Science and Technology
- Social Marketing Lecturer at Xinchuang Central District Base, Executive Yuan

- 1111 Human Bank Internal Training Facebook Advertising Instructor
- Xingfufa Construction internal training digital advertising instructor
- Social Marketing Lecturer, Industrial Investment Talent Program, Department of Labor
- Internet Marketing Lecturer, Talent Training Program, Ministry of Economic Affairs
- Google Analytics Certification
- Google Analytics 4 Analytics Certification
- Google Ads Search Advertising Certification
- Google Ads Search Advertising Professional Certification
- Google Ads Display Advertising Certification
- Google Ads Shopping Certification
- Google Ads Video Advertising Certification
- Google Ads Measurement Certification
- Line official account expert certification
- NCTU E-Commerce Marketing Workshop Google Tag Manager
- The 11th ATCC Business Case Competition was shortlisted among the top 25 in the country
- the 5th National Taiwan University of Science and Technology Campus Creative Entrepreneurship Competition Product Technology Competition