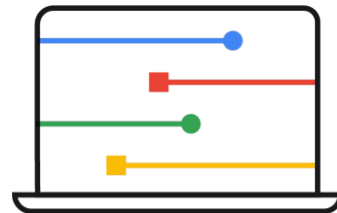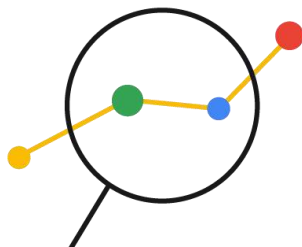Google

Google Career Certificates

Scholarship Program

Scholarship Distribution Partner Playbook

For APAC

Grow with Google

Working together to create economic opportunity for everyone.

We're excited to work with you to offer scholarships for the Google Career Certificates. Together, we can prepare people in your communities for jobs in the fast-growing fields of data analytics, digital marketing & e-commerce, user experience (UX) design, project management, IT support and IT automation, advanced data analytics, business intelligence and cybersecurity.

Through digital training and reskilling initiatives, we can create new career pathways for learners in APAC. Thank you for helping us make job-training solutions accessible.

Scholarship Distribution Partners

- Non Profit Organisations
- Educational Institutions
- Businesses

Program Overview

What are Google Career Certificates?

Google Career Certificates provide job seekers with access to in-demand skills through job training without the need for a college degree or prior experience in the fields of **data analytics, digital marketing & e-commerce, IT support, IT automation, project management, user experience (UX) design, advanced data analytics, business intelligence and cybersecurity.**

These certificates are taught and developed by Google employees with decades of experience in these fields and are hands-on, practical, and rigorous. Learners can earn a certificate in three-to-six months part-time.
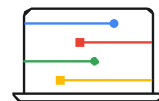

Project Management

Digital Marketing & E-commerce

Data Analytics

UX Design

IT Support

IT Automation with Python
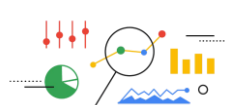
Advanced Data Analytics

Business Intelligence

Cybersecurity

AI Essential

NEW

Results

80%

Of certificate graduates in Hong Kong report a positive career outcome (eg., new job, promo or raise) within six months of completion[1]

1 Based on the program graduates survey, Hong Kong 2023

Over 60M

APAC graduates from Grow with Google and Google Career Certificates[2]

2 Based on internal Google data

Google Career Certificates Pathways

Please refer here for more information and deep-dive into the certificates pathways.

Data Analytics (approx. 180 hrs) for data analysts to collect, transform, and organize data in order to help make informed business decisions.

Advanced Data Analytics (approx. 216 hrs) for data analysts to use machine learning, predictive modeling, experimental design to collect and analyze large amounts of data.

Digital Marketing & E-commerce (approx. 190 hrs) for digital marketers and e-commerce specialists to utilise online platforms to connect consumers and brands online.

Business Intelligence (approx. 73 hrs) to develop skills needed for entry level business level (BI) professionals using BI tools.

IT Support (approx. 110 hrs) for IT specialists to troubleshoot problems so computers and networks run correctly.

Cybersecurity (approx. 181 hrs) for anyone who want to enter the field of cybersecurity. No prior experience or specific knowledge is required.

IT Automation with Python (approx. 177 hrs) for individuals with a background in IT to support advance to technical paths like Systems Administrators.

UX Design (approx. 200 hrs) for UX designers to make digital and physical products easier and more enjoyable to use.

Project management (approx. 140 hrs) for project managers to ensure projects within an organization are managed and completed with maximum value.

NEW

Google AI Essential (approx. 10 hrs) for anyone who want to get essential AI skills to boost their productivity. No prior experience or specific knowledge is required.

NEW

Google AI Essentials

Google AI Essentials is an under 10 hours 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.

Stay ahead of the curve:

21x
Increase in job postings mentioning AI technologies[1]

1.75
Average hours saved each day reported by employees who use generative AI[2]

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.

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 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.

Qualified for roles such as:

- Database administrator
- IT support specialist
- Help desk technician
- Systems analyst
- IT technician
- Systems analyst

Skills developed:

Troubleshooting

Customer support

Networking

System administration

Operating systems

Security

Google IT Automation Certificate

The Google IT Automation with Python Certificate is designed to help individuals with a background in IT Support advance to technical paths like Systems Administrators.

Certificate graduates will build on the foundations of IT and learn in demand skills including Python, Git, and IT automation.

Qualified for roles such as:

- Advanced IT support specialist
- Junior Systems analyst
- Junior Systems administrator
- Network specialist

Skills developed:

Python   System administration   Github   Cloud   Debugging

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.

It is the **#1 most popular certificate** on Coursera globally.

Qualified for roles such as:

- Associate data analyst
- Data technician
- Business analyst
- Junior data analyst
- Risk analyst
- Operations analyst

Skills developed:

Finding patterns

Coding
SQL, R

Visualizing

Analyzing

Planning

Sharing

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.

Qualified for roles such as:

- Project manager
- Scrum Master
- Project coordinator
- Operations manager
- Program manager
- Associate solutions consultant
- Supply chain coordinator

Skills developed:

Scheduling & Project Management Software

Team management

Negotiating & Communication

Budget management

Customer service

Presenting

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.

Qualified for roles such as:

- UX designer
- UI designer
- Product designer
- Visual designer
- UX consultant
- UX strategist

Skills developed:

User research	Wireframe	Prototype	Test designs	Usability studies	Create a portfolio

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.

Qualified for roles such as:

- Marketing coordinator
- Marketing assistant / associate / specialist
- Search engine optimization specialist / analyst
- Paid search specialist
- Media coordinator
- Media planner
- Email marketing specialist
- E-commerce associate
- E-commerce analyst

Skills developed:

Engaging customers	Content marketing	Email marketing	Marketing analytics	Selling online	Creating a portfolio

Google Advanced Data Analytics Certificate

Certificate graduates learn how to use machine learning, predictive modeling, and experimental design to collect and analyze large amounts of data.

Designed for people working in the field of data analytics or graduates of the Google Data Analytics Certificate program,this stackable credential helps learners enhance their technical skills with tools like Jupyter Notebook, Python, and Tableau and unlock more opportunities for career progression.

Qualified for roles such as:

- Senior data analyst
- Junior data scientist
- Data science analyst
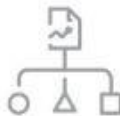- Data analytics scientist

Skills developed:

Data Science	Machine Learning	Coding Python	Predictive Modelling	Exploratory Data Analytics	Statistical Analysis

Google Business Intelligence Certificate

Certificate graduates learn how to create processes and information channels that transform data into actionable insights to inform business decisions.

Designed for people working in the field of data analytics or graduates of the Google Data Analytics Certificate program, this stackable credential helps learners enhance their technical skills with tools like BigQuery, SQL, and Tableau and unlock more opportunities for career progression.

Qualified for roles such as:

- Business intelligence analyst
- Business intelligence engineer
- Business intelligence developer
- Business data analyst

Skills developed:

| Business Intelligence | Extract, transform, load data | Visualisations | Tableau | Dashboard & Reporting | Business Analysis |

Google Cyber Security Certificate

The Google Cybersecurity Certificate teaches learners how to identify common cybersecurity risks, threats, and vulnerabilities, as well as the techniques to mitigate them.

This certificate program is for anyone who wants to enter the field of cybersecurity; no prior experience or specific knowledge is required. All you need is an interest in solving puzzles and helping others.

Qualified for roles such as:
- Cybersecurity analyst
- Security analyst
- Security operations center (SOC) analyst
- Information security analyst
- IT security analyst
- Cyber defense analyst

Skills developed:

Python	Linux	SQL	SIEM tools	IDS	Network security	Information security	NIST Cybersecurity Framework

What languages are Google Career Certificates available in?

	English EN-EN	Bahasa-Indonesian EN-EN	Japanese JA-JP	Korean KO-KR
IT Support (IT 101)	✅ link	✅ link	✕	✅ link
IT Automation (IT 201)	✅ link	✕	✕	✕
Data Analytics (DA 101)	✅ link	✅ link	✅ link	✅ link
Project Management	✅ link	✅ link	✕	✕
UX Design	✅ link	✅ link	✕	✕
Digital Marketing & E-commerce	✅ link	✕	✕	✕

Hear from our Google Career Certificates graduates

As a 14 year old, I loved helping people in my village with any tech issues. It's wild to imagine that today I get to do my dream IT job & help lakhs of people across the globe.

Vishnu Mohankumar
IT Support certificate graduate

Unlocking new skills has helped me gain more confidence and determination to reach my goals. I'm looking forward to finishing my studies and exploring the opportunities that lie ahead!

Nguyễn Thanh Nhi
Project Management certificate graduate

What is the learner journey like?

STEP 1

Learn about the Scholarship programme and Google Certificates

STEP 2

Accept an offer or apply for scholarship through the scholarship distributor partner

STEP 3

Receive and accept an invitation email and sign-up on Coursera by creating an account

STEP 4

Choose and enroll into a Google Career Certificate

STEP 5

Keep learning: go through course materials, readings, videos, take quizzes and submit assignments

STEP 6

Graduate and start looking for a job

STEP 7

Start a new job using newly learned skills