

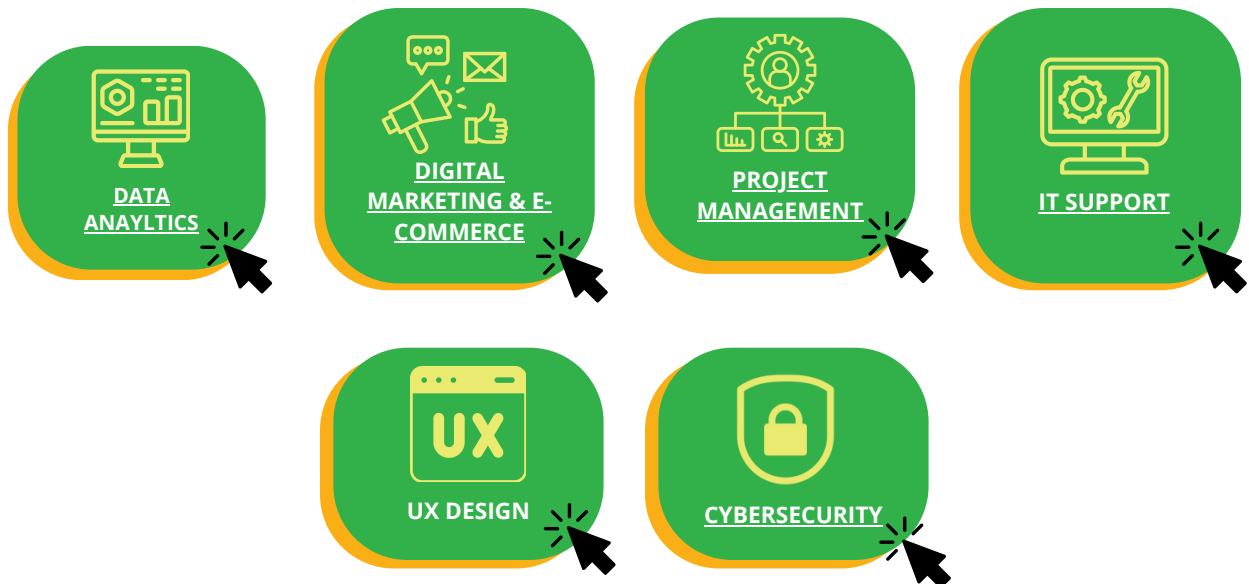
Teach the digital skills needed to succeed.

ABOUT GOOGLE CAREER CERTIFICATES

Google Career Certificates enable students to prepare for high-growth, in-demand job skills with no relevant experience or degree required.

This is a FREE opportunity for your student and most programs have accompanying Teacher Guides. After completion, students are eligible to receive up to 15 college credits from participating colleges and universities in the US or the equivalent of four college courses at the associate's degree level (at the university's discretion). Additionally, graduates gain access to Career Circle resources (including resume templates, interview prep, and much more).

AVAILABLE CERTIFICATE PROGRAMS:



AVAILABLE ADVANCED CERTIFICATE PROGRAMS:

Business Intelligence, Advanced Data Analytics & IT Automations with Python

REGISTER NOW: go.naf.org/GPC

MORE INFORMATION curriculum@naf.org



DATA ANALYTICS

CERTIFICATE OVERVIEW

The Google Data Analytics Certificate is a hands-on, online program designed to prepare learners with the foundational skills needed for jobs in data analysis upon completion of the certificate. The course covers the fundamentals of data analysis, including the collection, transformation, and organization of data in order to draw conclusions, make predictions, and drive informed decision-making. Teacher Guide available for approved schools.

- ▶ Equipment Needed: computer with internet access
- ▶ Pre-requisites: none
- ▶ Teacher prep: 30 minutes per week
- ▶ Available in Spanish as “Análisis de Datos de Google Professional Certificate”
- ▶ Subtitles: English, Romanian, Vietnamese

Learners will complete eight courses.
Each course contains multiple weeks of material.

#	Course name	Hrs.	Total modules
1	Foundations: Data, Data, Everywhere	19	5
2	Ask Questions to Make Data-Driven Decisions	18	4
3	Prepare Data for Exploration	22	5
4	Process Data from Dirty to Clean	22	6
5	Analyze Data to Answer Questions	25	4
6	Share Data Through the Art of Visualization	24	4
7	Data Analysis with R Programming	37	5
8	Google Data Analytics Capstone: Complete a Case Study	10	4

TOTAL CONTENT HOURS: 177 HOURS

Career Readiness :



Explore job opportunities available in the field and learn about best practices in the job search.



Explore real-world job interview scenarios
Discover how case studies can be a part of the job interview process.



Learn the benefits and uses of case studies and portfolios in the job search.



DIGITAL MARKETING & E-COMMERCE

CERTIFICATE OVERVIEW

This Google Digital Marketing & E-commerce Certificate is a hands-on online program designed to prepare learners for entry-level roles in the field. This program covers popular tools and platforms, such as Canva, Constant Contact, Hootsuite, HubSpot, Mailchimp, Shopify, Twitter, Google Ads, and Google Analytics. This certificate is endorsed by the American Association of Advertising Agencies (4A's) and the American Advertising Federation (AAF).

- ▶ Equipment Needed: computer with internet access, headphones optional
- ▶ Pre-requisites: none
- ▶ Teacher prep: 30 minutes per week

Learners will complete seven courses.
Each course contains multiple weeks of material.

#	Course name	Hrs.	Total modules
1	Foundations of Digital Marketing and E-commerce	18	4
2	Attract and Engage Customers with Digital Marketing	21	4
3	From Likes to Leads: Interact with Customers Online	27	5
4	Think Outside the Inbox: Email Marketing	24	5
5	Assess for Success: Marketing Analytics and Measurement	27	4
6	Make the Sale: Build, Launch, and Manage E-commerce Stores	24	4
7	Satisfaction Guaranteed: Develop Customer Loyalty Online	23	4

Final Project: Learners deliver a successful e-commerce product.

TOTAL CONTENT HOURS: 164 HOURS

Career Readiness:



Describe the job responsibilities of an entry-level digital marketing coordinator or e-commerce analyst and the functions they play within an organization.



Find, apply for, and prepare for interviews and jobs.



Put together a portfolio and/or resume to present to employers.



IT SUPPORT

CERTIFICATE OVERVIEW

The Google IT Support Certificate is a hands-on, online program designed to prepare beginner learners for entry-level jobs in IT support upon completion of the certificate. Developed by Google, the program covers the fundamentals of IT support, including troubleshooting, customer service, networking, operating systems, system administration, and security. Teacher Guide available for approved schools.

- ▶ Equipment Needed: computer with internet access
- ▶ Pre-requisites: none
- ▶ Teacher prep: 30 minutes per week
- ▶ Available in Spanish as “Soporte de TI”

Learners will complete five courses.
Each course contains multiple weeks of material.

#	Course name	Hrs.	Total modules
1	Technical Support Fundamentals	20	6
2	The Bits and Bytes of Computer Networking	25	6
3	Operating Systems and You: Becoming a Power User	30	6
4	System Administration and IT Infrastructure Services	25	6
5	IT Security: Defense Against the Digital Dark Arts	24	6

Final Project: Learners will apply all the skills they’ve learned in this course by providing systems administration consultation.

TOTAL CONTENT HOURS: ~125.5 HOURS

Embedded Work-Based Learning Objectives:



Explore job opportunities available in the field and learn about best practices in the job search.



Provide systems administration consultation in their final project.



PROJECT MANAGEMENT

CERTIFICATE OVERVIEW

The Project Management Certificate is a hands-on, online program designed to prepare beginner learners for entry-level job in project management upon completion of the certificate. Developed by Google, the program essential project management skill sets and business acumen. Teacher Guide available for approved schools.

- ▶ Equipment Needed: computer with internet access
- ▶ Pre-requisites: none
- ▶ Teacher prep: 30 minutes per week
- ▶ Available in Spanish as “Gestión de proyectos”
- ▶ Subtitles available in Română, Русский

Learners will complete six courses.
Each course contains multiple weeks of material.

#	Course name	Hrs.	Total modules
1	Foundations of Project Management	15	4
2	Project Initiation: Starting a Successful Project	18	4
3	Project Planning: Putting It All Together	24	5
4	Project Execution: Running the Project	22	6
5	Agile Project Management	21	4
6	Applying Project Management in the Real World	31	4

Final Project: Learners will “observe” a project manager in a real-world scenario and complete dozens of hands-on activities.

TOTAL CONTENT HOURS: 133 HOURS

Embedded Work-Based Learning Objectives:



Explore job opportunities available in the field and learn about best practices in the job search.



Learners will “observe” a project manager in a real-world scenario and complete dozens of hands-on activities.



UX DESIGN

CERTIFICATE OVERVIEW

The Google UX Design Certificate is a highly interactive online program designed to prepare beginner learners for entry-level jobs in the user experience (UX) design field. The program was developed by Google and covers the fundamentals of UX design. Teacher Guide available for approved schools.

- Equipment Needed: computer with internet access
- Pre-requisites: none
- Teacher prep: 30 minutes per week
- Available in Spanish as “Diseño de la experiencia del usuario”

Learners will complete seven courses. Each course contains multiple weeks of material.

#	Course name	Hrs.	Total modules
1	Foundations of User Experience (UX) Design	18	4
2	Start the UX Design Process: Empathize, Define, Ideate	31	5
3	Build Wireframes and Low-Fidelity Prototypes	22	3
4	Conduct UX Research and Test Early Concepts	24	4
5	Create High-Fidelity Designs and Prototypes in Figma	39	6
6	Responsive Web Design in Adobe XD	42	6
7	Design a User Experience for Social Good & Prepare for Jobs	71	6

Learners create mockups for a dedicated mobile app that incorporate visual design elements and principles.

TOTAL CONTENT HOURS: 247 HOURS

Embedded Work-Based Learning Objectives:



Explore job opportunities available in the field and learn about best practices in the job search.



Learn how to interview for entry-level UX design positions and understand the unique perspectives as hiring managers.



Create an interactive prototype and develop a professional UX design portfolio.



CYBERSECURITY

CERTIFICATE OVERVIEW

The Cybersecurity Certificate is a hands-on, online program designed to prepare beginner learners for entry-level jobs in cybersecurity, with no prior experience required. The program was developed by Google and covers industry standard tools like Python, Linux, SQL, Security Information and Event Management (SIEM) tools, and Intrusion Detection Systems (IDS). Teacher Guide currently under development.

- Equipment Needed: computer with internet access
- Pre-requisites: none
- Teacher Guide under development

Learners will complete eight courses.
Each course contains multiple weeks of material.

#	Course name	Hrs.	Total modules
1	Foundations of Cybersecurity	14	4
2	Play It Safe: Manage Security Risks	12	4
3	Connect and Protect: Networks and Network Security	14	4
4	Tools of the Trade: Linux and SQL	26	4
5	Assets, Threats, and Vulnerabilities	25	4
6	Sound the Alarm: Detection and Response	24	4
7	Automate Cybersecurity Tasks with Python	28	4
8	Put It to Work: Prepare for Cybersecurity Jobs	15	5

TOTAL CONTENT HOURS: 170 HOURS (APPROXIMATELY)

Embedded Work-Based Learning Objectives:



Complete portfolio activities through which you'll showcase examples of cybersecurity skills.



Learn about the cybersecurity tools, platforms, and skills required for an entry-level job.



Explore job opportunities available in the field and learn about best practices in the job search.