

ADOBE DIGITAL ANALYTICS, CERTIFICATE OF SPECIALIZATION

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The Adobe Digital Analytics Certificate of Specialization is designed to produce entry-level analysts versed in fundamental and advanced Adobe Reports & Analytics and the Adobe Analysis Workspace.

Program Level Student Learning Outcomes

Upon completion of this program, students will be able to:

1. Analyze digital data and recommend effective decisions using customized reports and visualizations configured in the Adobe Analytics solution. Leveraging data from Attribution IQ, Marketing Channels, Advertising Analytics and ROI reports.

Certificate Graduation Requirements

A Certificate is awarded upon completion of the required coursework with a grade of C or higher in each course. To receive the certificate, the student must file a petition for graduation during his/her final semester. In addition:

Certificate of Specialization

- 50 percent of the certificate program's units must be completed at Coastline.

Course	Title	Units
Required Courses		
Students will complete all of the following:		
BC C154	Analytics: Fundamentals of Adobe Analytics	3
BC C156	Advanced Analytics - Adobe Analytics Advanced Features and Admin	3
Total Units		6