

University of Pittsburgh  
Joseph M. Katz Graduate School of Business

**CENTER FOR BRANDING**

*in collaboration with the*

**CENTER FOR EXECUTIVE EDUCATION**



# GOOGLE ANALYTICS WORKSHOP

**DATES:** SATURDAY, OCTOBER 17 AND  
SATURDAY, OCTOBER 24, 2020

**TIME:** 9AM - 5PM

**PLACE:** ONLINE

**Register Online:**

[www.business.pitt.edu/google-analytics-workshop](http://www.business.pitt.edu/google-analytics-workshop)



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# GOOGLE ANALYTICS WORKSHOP

PRESENTED BY THE CENTER FOR BRANDING IN COLLABORATION WITH THE CENTER FOR EXECUTIVE EDUCATION

Data is everywhere in today's digitally connected world. But for organizations to use it effectively, it must be collected, maintained, and analyzed. Customer website interactions are a key source of data. Information on site visits, revenue collection, order processing, and customer support are extremely valuable data points. In the right hands, the data can be used to optimize, refine, and build out sophisticated marketing programs and streamlined customer journeys.

During this two-day workshop, participants will learn how to leverage digital analytic platforms in the business world, including setting up an account, tracking key performance indicators, and developing reports. The course was designed using the Google Analytics curriculum and features real business examples.

At the end of the course, participants should be prepared to take the Analytics Fundamentals exam, where they can receive a certification of completion, as well as be able to provide value to their current/future employers by leveraging website data.

## INSTRUCTORS

### RODD PRIBIK



Rodd Pribik is a senior manager in the Digital Media Analytics team at Merkle Inc. in Pittsburgh where he focuses on e-mail marketing and CRM analytics. Prior to joining Merkle, Rodd concentrated on business analytics at the Tepper School of Business and was a board member of the Data Analytics Club. Rodd also has several years of past experience in scientific research and engineering.

### JACOB SEIGH



Jacob Seigh has been part of the Digital Marketing Analytics team at Merkle Inc. for almost three years where he works with search, display, and social marketing teams to help deliver actionable insights to his clients. Jacob holds a bachelor's degree in mathematics from Allegheny College and a master's degree in accounting from the University of Pittsburgh.

## PRICING AND REGISTRATION

The fee for the Google Ads Workshop is  
\$150 - Business Professionals | \$90 - Non-Katz Pitt students | \$60 - Katz Students

### REGISTER ONLINE:

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### CONTACT US TODAY:

[nfenton@katz.pitt.edu](mailto:nfenton@katz.pitt.edu) or 412-648-1541