WEB INTELLIGENCE
CERTIFICATE PROGRAM • ONLINE

Web intelligence is a combination of digital analytics, which examines how website visitors view and interact with a site's pages and features, and business intelligence, which allows a corporation's management to use data on customer purchasing patterns, demographics, and demand trends to make effective strategic decisions. As companies expand their reach into the global marketplace, the need to analyze how customers use company websites to learn about products and make buying decisions is becoming increasingly critical to survival and ultimate success.

This certificate provides award-winning education on digital analytics and leading-edge courses on data warehousing, business intelligence, and other business topics. Our courses give students a powerful set of skills and knowledge that companies need for growth and success in the 21st century.

WHO SHOULD ENROLL

This program is designed for individuals who wish to enter the field of digital analytics, including those whose job functions include marketing, website design, corporate branding, product positioning, or other aspects of data-base-driven marketing. The focus of the program is on using technology to achieve business objectives. People who are well-suited for web influence tend to be comfortable with technology, have good analytical thinking skills, and understand the importance of serving customers more effectively by implementing sound business strategies.

PROGRAM BENEFITS

Upon completing the certificate requirements, students will be able to:

- Apply proven digital analytics methodologies to improve a website's effectiveness in marketing products and services, and increase customer conversion rates
- Use data warehouse concepts to identify relevant data and aggregate the data into a single depository for more effective trend analysis and website performance statistics
- Improve an organization's bottom line through a more effective web presence and enhance data analysis for successful decision making
- Move a career ahead with in-demand career knowledge and skills

University of California, Irvine

ce.uci.edu/wi

CERTIFICATE ELIGIBILITY AND REQUIREMENTS

A certificate is awarded upon successful completion of 15 credit units (10 required and 5 elective credit units) with a grade of "C" or better in each course. All requirements must be completed within 5 years of the start date of the student's first course in the program. For information on how to become an official candidate in the program or how to enroll, please review the information available on the "How to Enroll" page. Students not pursuing a certificate are welcome to take as many individual courses as they wish.

PROGRAM FEES

Please use the following figures for budgeting purposes, only. Students must pay for courses offered by UBC in Canadian dollars, and for courses offered by UCI Continuing Education in U.S. dollars. The amounts below were estimated using the exchange rate effective December, 2017. The cost of textbooks and other supplementary materials may vary.

Course Fees (approx.)	$4,090
Certificate Processing Fee	$125
Textbooks	$300
Total Estimated Cost	**$4,515 USD/ $5,975 CAD**

TO ENROLL

Visit ce.uci.edu/wi for full course descriptions, instructor biographies, and enrollment information.

FOR MORE INFORMATION:

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WEB INTELLIGENCE CERTIFICATE PROGRAM		
COURSE#	**REQUIRED COURSES** (To be Completed Online Through UBC)	**UNITS**
UBC Course	Introduction to Web Analytics	2.5
UBC Course	Web Analytics for Site Optimization	2.5
UBC Course	Measuring Marketing Campaigns Online	2.5
UBC Course	Creating and Managing the Analytical Business Culture	2.5
COURSE#	**ELECTIVE COURSES** (Minimum 5 units)	**UNITS**
I&C SCI X425.22	Business Intelligence/Data Warehouse	3
I&C SCI X425.24	Designing Dimensional Models	3
MGMT X474.10	Managing Business Process Improvement Projects	2.5
MGMT X493.9	Problem Solving & Decision Making	2.5
MGMT X474.91	Management, Leadership, and Team Building in the Project Environment	2.5

ADVISORY COMMITTEE

Avinash Kaushik, Author, Web Analytics: An Hour a Day

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