



UCIRVINE | EXTENSION

Certificate Program in Web Intelligence

What is Web Intelligence?

Web intelligence is a combination of web analytics, which examines how web site 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.

Who Should Participate?

This program is designed for people who wish to enter the field or expand their knowledge of web analytics. This includes those working in marketing, web site design, corporate branding and product positioning, or other aspects of database-driven marketing.

Program Benefits

- Gain a solid grounding in web analytics techniques.
- Apply knowledge of data warehousing to web analysis processes.
- Develop an understanding of business process improvement and dimensional model design.
- Apply management, leadership, problem solving and team-building best practices to their web intelligence unit.
- Acquire strategies for creating and promoting optimal user experiences.



THE UNIVERSITY OF BRITISH COLUMBIA

Continuing Studies



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“On its own, web analytics provides a wealth of information needed for optimizing web sites. In combination with business intelligence, an organization has the opportunity to optimize operations, customer or constituent communications and monitor their achievements. Someone who has already earned an Award of Achievement in Web Analytics from UBC will be well advised to gain the extra edge of this certificate — an obvious next step in their professional knowledge.”

Jim Sterne
President, Target Marketing;
Chairman, Web Analytics
Association; and Founder,
eMetrics Marketing
Optimization Summit

Required Courses

100% online through UBC Continuing Studies

- Introduction to Web Analytics
- Web Analytics for Site Optimization
- Measuring Marketing Campaigns Online
- Creating and Managing the Analytical Business Culture

Elective Courses (minimum 2 courses)

100% online through UC Irvine Extension*

- Business Intelligence/Data Warehouse
- Designing Dimensional Models
- Managing Business Process Improvement Projects
- Pre-MBA Statistics Part 1: Descriptive Statistics
- Problem Solving and Decision Making
- Management, Leadership and Team Building in the Project and Program Environment

*Some courses are also offered in the face-to-face format.

“A significant number of job postings in the web analytics area include requirements or ‘wish lists’ related to the business intelligence area. As the Web increases in importance to companies, the need for integrating web data and the people responsible for analyzing this data with the rest of the business intelligence unit – or creating a BI unit for the first time – becomes more urgent. Those who want to be part of this next generation in business optimization will need to expand their skills, and this Certificate in Web Intelligence is a great way to get started.”

Jim Novo
Owner and President
The Drilling Down Project

For more information

Visit:
www.extension.uci.edu/webintell

Or contact:
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Visit www.extension.uci.edu/webintell to view the schedule and to enroll today!