Assignments

Post your evidence of passing score to BlackBoard with a screen shot, no mobile phone picture.
Be sure it has identifying information on it – name, e-mail address, or photo.
Your grade is based on the percentage achieved on each exam, e.g., 85% = 85 points.

Inbound Certification
- Total number of points = 100
- HubSpot Inbound Certification: http://academy.hubspot.com/certification
- You can re-take the exam after 48 hours if you don't pass it, but once you pass you cannot re-take to improve your score. Be careful about this.
- You need a 70% pass rate to be HubSpot certified

Google Certifications
- Total number of points = 300
- Sign in as agency on Google Partners: https://www.google.com/partners
- You can re-take the exam after seven days if you don't pass it, or you can re-take to improve your score.
- You need an 80% pass score to be Google Certified

Google AdWords
- REQUIRED: Google AdWords Fundamentals Course (100 points)
- PLUS CHOOSE ONE MORE: Search Advertising, Display Advertising, Video Advertising, Mobile Marketing, or Shopping Advertising (100 points)
- Take the exam via Google Partners (200 total points)
- A passing score on an exam is valid for 12 months after the exam date.

Google Analytics
- Google Analytics Fundamentals Course: https://analyticsacademy.withgoogle.com/course01
- Google Analytics Platform Principles Course: https://analyticsacademy.withgoogle.com/course02
- Take the exam via Google Partners (100 points)