



Business		
<b>Business Research Certificate</b> *Only Available as a Certificate Research and utilize the best and most appropriate data for decision making in your organization. Communicate results for maximum impact.		\$495
Introduction to Business Research	9/5 – 9/29	
Business Statistics	10/2 – 10/27	
Qualitative Business Research	11/6 – 12/1	
<b>Certificate in Accounting and Finance for Non-Financial Managers</b> Utilize financial information to aid in effective decision making.		\$495
Accounting and Finance for Non-Financial Managers	9/5 – 9/29	\$195
Cash is King	10/2 – 10/27	\$195
Financial Analysis and Planning for Non-Financial Managers	11/6 – 12/1	\$195
<b>Certificate in Data Analysis</b> Learn how to analyze data to see trends and make predictions to make good business decisions.		\$495
Introduction to Data Analysis	9/5 – 9/29	\$195
Intermediate Data Analysis	10/2 – 10/27	\$195
Advanced Data Analysis	11/6 – 12/1	\$195
<b>Certificate in Office Operations</b> Increase the productivity of every person in your organization with strategies and benchmarks of office operations.		\$495
Office Operations	9/5 – 9/29	\$195
Cybersecurity for Managers	10/2 – 10/27	\$195
Embracing Sustainability in the Workplace	11/6 – 12/1	\$195
<b>Certificate in Sales</b> Increase your success with skills in relationship management, prospecting, customer management, and delivering a compelling sales presentation.		\$495
Strategic Selling with Social Media	9/5 – 9/29	\$195
Getting Started in Sale	10/2 – 10/27	\$195
Power Selling	11/6 – 12/1	\$195
<b>The Basics of Bookkeeping</b> Learn the basics of accounting & financial ledgers to maintain monthly records & a chart of accounts to match your business.	10/2 – 10/27	\$195
<b>Legal Office Administration</b> Become an exceptional legal practitioner in an administrative capacity.	11/6 – 12/1	\$245
Business Communication		
<b>Certificate in Customer Service</b> Learn to retain customers, serve your audience & turn inquiries into sales		\$245
Keys to Customer Service	9/5 – 9/29	\$145
Extraordinary Customer Service	10/2 – 10/27	\$145
<b>Certificate in Business Writing</b> Move forward in your career with the keys to successful writing in the workplace.		\$495
Business Writing	9/5 – 9/29	\$195
Effective Copywriting	10/2 – 10/27	\$195
Writing News and Press Releases	11/6 – 12/1	\$195
<b>Certificate in Presentation Media</b> Enhance your message with design elements for visual presentations using any medium		\$495
Prezi	9/5 – 9/29	\$195
Photoshop for Presentations	10/2 – 10/27	\$195
Graphic Design for Visual Presentations	11/6 – 12/1	\$195
<b>New! Infographics</b> Learn to use graphic, visual presentations of data that present complex information quickly and clearly.	11/6 – 12/1	\$195
Management		
<b>Certificate in Non-Profit Administration</b> Improve your revenue generation and evaluation planning		\$595
Revenue Generation for Non-Profits	9/5 – 9/29	\$495
Program Evaluation for Nonprofit Professionals	11/6 – 12/1	\$295
<b>Certificate in Project Management</b> Learn the skills, tools and templates to confidently develop and maintain a project		\$495
Introduction to Project Management	9/5 – 9/29	\$195
Project Management Processes	10/2 – 10/27	\$195
Project Management Knowledge Areas	11/6 – 12/1	\$195
<b>New! Lean Six Sigma</b> Attack inefficiencies, no-value added wastes, flow of information or materials, non-productive time, data storage, stacks of inventory, overproduction and extra processing. Applicable to both service and manufacturing industries. No pre-requisites required!	11/6 – 12/1	\$245
<b>Six Sigma Green Belt Certificate</b> Benefit your organization with problem-solving skills using the DMAIC (Define, Measure, Analyze, Improve & Control) model. Although not required, you are encouraged to have a project during the course.		\$495
Introduction to Six Sigma Green Belt	9/5 – 9/29	\$195
Intermediate Six Sigma Green Belt	10/2 – 10/27	\$195
Advanced Six Sigma Green Belt	11/6 – 12/1	\$195

New Media Marketing		
<b>Digital Marketing Certificate</b>	Learn the basics of eMarketing and improve your response rates.	\$495
Improving Email Promotions	9/5 – 9/29	\$195
Boosting Your Website Traffic	10/2 – 10/27	\$195
Online Advertising	11/6 – 12/1	\$195
<b>Certificate in Google</b>	Tools Using google tools can mean greater productivity, effectiveness and even profitability in your work.	\$495
Google Analytics	9/5 – 9/29	\$195
Google +	10/2 – 10/27	\$195
Google Apps for Business	11/6 – 12/1	\$195
<b>Inbound Marketing Certificate</b>	Discover how to implement lead-nurturing campaigns that result in sales	\$495
Introduction to Inbound Marketing	9/5 – 9/29	\$195
Content Marketing	10/2 – 10/27	\$195
Advanced Inbound Marketing	11/6 – 12/1	\$195
<b>Mobile Marketing Certificate</b>	Learn how mobile marketing can increase your capabilities to retain current customers and gain new ones	\$595
Introduction to Mobile Marketing	9/5 – 9/29	\$195
Creating Cell Phone Apps for your Business	10/2 – 10/27	\$245
Advanced Mobile Marketing	11/6 – 12/1	\$245
<b>Podcasting</b>	Grow your brand and connect with customers by creating a podcast that will let them know who you are.	\$245
9/5 – 9/29		
<b>Video Marketing Certificate</b>	Learn how to create videos that tell your story and connect with people	\$395
Video Marketing	9/5 – 9/29	\$245
YouTube for Business	10/2 – 10/27	\$245
Social Media for Business		
<b>Instagram for Business</b>	With over 100 million users, Instagram is a marketing gold mine. Discover ways to have your audience generate excellent content for you. Build your community while doing it.	\$195
9/5 – 9/29		
<b>Managing Social Media Platforms Certificate</b>	Get practical, how-to techniques to integrate social networks into your organization	\$495
Twitter	9/5 – 9/29	\$195
Facebook for Business	10/2 – 10/27	\$245
LinkedIn for Business	11/6 – 12/1	\$195
<b>Social Media for Business Certificate</b>	Get in on this exciting and growing way to communicate, market, and serve your customers and clients.	\$495
Introduction to Social Media	9/5 – 9/29	\$195
Marketing Using Social Media	10/2 – 10/27	\$195
Integrating Social Media in Your Organization	11/6 – 12/1	\$195
Integrating Social Media in Your Organization	4/3 – 4/28, 6/5 – 6/30	\$195



For Online Registration and More Information  
[www.greatbay.edu/btc-online](http://www.greatbay.edu/btc-online)