



### Business

**Certificate in Accounting and Finance for Non-Financial Managers** *Utilize financial information to aid in effective decision making.* \$495

Accounting and Finance for Non-Financial Managers	9/4 – 9/28	\$195
Cash is King	10/1 – 10/26	\$195
Financial Analysis and Planning for Non-Financial Managers	11/5 – 11/30	\$195

**Certificate in Data Analysis** *Learn how to analyze data to see trends and make predictions to make good business decisions.* \$495

Introduction to Data Analysis	9/4 – 9/28	\$195
Intermediate Data Analysis	10/1 – 10/26	\$195
Advanced Data Analysis	11/5 – 11/30	\$195

**Certificate in Office Operations** *Increase the productivity of every person in your organization with strategies and benchmarks of office operations.* \$495

Office Operations	9/4 – 9/28	\$195
Cybersecurity for Managers	10/1 – 10/26	\$195
Embracing Sustainability in the Workplace	11/5 – 11/30	\$195

**Certificate in Sales** *Increase your success with skills in relationship management, prospecting, customer management, and delivering a compelling sales presentation.* \$495

Strategic Selling with Social Media	9/4 – 9/28	\$195
Getting Started in Sale	10/1 – 10/26	\$195
Power Selling	11/5 – 11/30	\$195

**The Basics of Bookkeeping** *Learn the basics of accounting & financial ledgers to maintain monthly records & a chart of accounts to match your business.* \$195

	10/1 – 10/26	\$195
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**New! Foundations of Supply Chain Management** *Create a customer-focused strategy for your supply chain.* 10/1 – 10/26

**Legal Office Administration** *Become an exceptional legal practitioner in an administrative capacity.* 11/5 – 11/30 \$245

**New! Productivity & Time Management Certificate** *Boost your productivity by managing your time better and increase profitability & organizational success with outcomes and results.* \$595

New 21 <sup>st</sup> Century Strategies for Productivity & Time Management	9/4 – 9/28	\$195
Productivity eTools	10/1 – 10/26	\$245
Managing Productivity	11/5 – 11/30	\$245

### Business Communication

**Certificate in Business Writing** *Move forward in your career with the keys to successful writing in the workplace.* \$495

Business Writing	9/4 – 9/28	\$195
Effective Copywriting	10/1 – 10/26	\$195
Writing News and Press Releases	11/5 – 11/30	\$195

**Certificate in Customer Service** *Learn to retain customers, serve your audience & turn inquiries into sales* \$245

Keys to Customer Service	9/4 – 9/28	\$145
Extraordinary Customer Service	10/1 – 10/26	\$145

**Certificate in Presentation Media** *Enhance your message with design elements for visual presentations using any medium* \$495

Infographics	9/4 – 9/28	\$195
Photoshop for Presentations	10/1 – 10/26	\$195
Graphic Design for Visual Presentations	11/5 – 11/30	\$195

**New! Customer Service Leadership** *Develop people and processes for outstanding customer service.* 10/1 – 10/26 \$195

### Management

**Certificate in Non-Profit Administration** *Improve your revenue generation and evaluation planning* \$595

Revenue Generation for Non-Profits	9/4 – 10/26	\$495
Program Evaluation for Nonprofit Professionals	11/5 – 11/26	\$295

**Certificate in Project Management** *Learn the skills, tools and templates to confidently develop and maintain a project* \$495

Introduction to Project Management	9/4 – 9/28	\$195
Project Management Processes	10/1 – 10/26	\$195
Project Management Knowledge Areas	11/5 – 11/30	\$195

**Lean Six Sigma** *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!* 11/5 – 11/30 \$245

**Six Sigma Green Belt Certificate** *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	9/4 – 9/28	\$195
Intermediate Six Sigma Green Belt	10/1 – 10/26	\$195
Advanced Six Sigma Green Belt	11/5 – 11/30	\$195

### New Media Marketing

**Digital Marketing Certificate** *Learn the basics of eMarketing and improve your response rates.* \$495

Improving Email Promotions	9/4 – 9/28	\$195
Boosting Your Website Traffic	10/1 – 10/26	\$195
Online Advertising	11/5 – 11/30	\$195

**Certificate in Google Tools** *Using google tools can mean greater productivity, effectiveness and even profitability in your work.* \$495

Google Analytics	9/4 – 9/28	\$195
Google Apps for Business	10/1 – 10/26	\$195
Google +	11/5 – 11/30	\$195
<b>Inbound Marketing Certificate</b> <i>Discover how to implement lead-nurturing campaigns that result in sales</i>		\$495
Introduction to Inbound Marketing	9/4 – 9/28	\$195
Content Marketing	10/1 – 10/26	\$195
Advanced Inbound Marketing	11/5 – 11/30	\$195
<b>Mobile Marketing Certificate</b> <i>Learn how mobile marketing can increase your capabilities to retain current customers and gain new ones</i>		\$595
Introduction to Mobile Marketing	9/4 – 9/28	\$195
Creating Cell Phone Apps for your Business	10/1 – 10/26	\$245
Advanced Mobile Marketing	11/5 – 11/30	\$245
<b>Podcasting</b> <i>Grow your brand and connect with customers by creating a podcast that will let them know who you are.</i>	9/4 – 9/28	\$245
<b>Mastering Video Marketing</b> <i>Learn how to create videos that tell your story and connect with people</i>		\$395
Video Marketing	9/4 – 9/28	\$245
YouTube for Business	10/1 – 10/26	\$245
<b>Social Media for Business</b>		
<b>Instagram for Business</b> <i>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.</i>	9/4 – 9/28	\$195
<b>Managing Social Media Platforms Certificate</b> <i>Get practical, how-to techniques to integrate social networks into your organization</i>		\$495
Twitter	9/4 – 9/28	\$195
Facebook for Business	10/1 – 10/26	\$245
LinkedIn for Business	11/5 – 11/30	\$195
<b>Social Media for Business Certificate</b> <i>Get in on this exciting and growing way to communicate, market, and serve your customers and clients.</i>		\$495
Introduction to Social Media	9/4 – 9/28	\$195
Marketing Using Social Media	10/1 – 10/26	\$195
Integrating Social Media in Your Organization	11/5 – 11/30	\$195



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