



Business

Certificate in Accounting and Finance for Non-Financial Managers <i>Utilize financial information to aid in effective decision making.</i>		\$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 <i>Learn how to analyze data to see trends and make predictions to make good business decisions.</i>		\$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 <i>Increase the productivity of every person in your organization with strategies and benchmarks of office operations.</i>		\$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 <i>Increase your success with skills in relationship management, prospecting, customer management, and delivering a compelling sales presentation.</i>		\$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 <i>Learn the basics of accounting & financial ledgers to maintain monthly records & a chart of accounts to match your business.</i>	10/1 -10/26	\$195

New! Foundations of Supply Chain Management <i>Create a customer-focused strategy for your supply chain.</i>	10/1 – 10/26	
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Legal Office Administration <i>Become an exceptional legal practitioner in an administrative capacity.</i>	11/5 – 11/30	\$245
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New! Productivity & Time Management Certificate <i>Boost your productivity by managing your time better and increase profitability & organizational success with outcomes and results.</i>		\$595
New 21 st 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 <i>Move forward in your career with the keys to successful writing in the workplace.</i>		\$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 <i>Learn to retain customers, serve your audience & turn inquiries into sales</i>		\$245
Keys to Customer Service	9/4 – 9/28	\$145
Extraordinary Customer Service	10/1 – 10/26	\$145

Certificate in Presentation Media <i>Enhance your message with design elements for visual presentations using any medium</i>		\$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 <i>Develop people and processes for outstanding customer service.</i>	10/1 – 10/26	\$195
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Management

Certificate in Non-Profit Administration <i>Improve your revenue generation and evaluation planning</i>		\$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 <i>Learn the skills, tools and templates to confidently develop and maintain a project</i>		\$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 <i>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!</i>	11/5 – 11/30	\$245
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Six Sigma Green Belt Certificate <i>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.</i>		\$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 <i>Learn the basics of eMarketing and improve your response rates.</i>		\$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 <i>Using google tools can mean greater productivity, effectiveness and even profitability in your work.</i>		\$495
Google Analytics	9/4 – 9/28	\$195
Google Apps for Business	10/1 – 10/26	\$195
Google +	11/5 – 11/30	\$195
Inbound Marketing Certificate <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
Mobile Marketing Certificate <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
Podcasting <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
Mastering Video Marketing <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
Social Media for Business		
Instagram for Business <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
Managing Social Media Platforms Certificate <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
Social Media for Business Certificate <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