



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	2/5 – 3/2 or 4/2 – 4/27	\$195
Cash is King	3/5 – 3/30 or 5/7 – 6/1	\$195
Financial Analysis and Planning for Non-Financial Managers	4/2 – 4/27 or 6/4 – 6/29	\$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	2/5 – 3/2 or 4/2 – 4/27	\$195
Intermediate Data Analysis	3/5 – 3/30 or 5/7 – 6/1	\$195
Advanced Data Analysis	4/2 – 4/27 or 6/4 – 6/29	\$195
New! 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	2/5 – 3/2 or 4/2 – 4/27	\$195
Cybersecurity for Managers	3/5 – 3/30 or 5/7 – 6/1	\$195
Embracing Sustainability in the Workplace	4/2 – 4/27 or 6/4 – 6/29	\$195
New! 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	2/5 – 3/2 or 4/2 – 4/27	\$195
Getting Started in Sale	3/5 – 3/30 or 5/7 – 6/1	\$195
Power Selling	4/2 – 4/27 or 6/4 – 6/29	\$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>	3/5 – 3/30 or 5/7 – 6/1	\$195

Legal Office Administration <i>Become an exceptional legal practitioner in an administrative capacity.</i>	4/2 – 4/27 or 6/4 – 6/29	\$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	2/5 – 3/2 or 4/2 – 4/27	\$195
Productivity eTools	3/5 – 3/30 or 5/7 – 6/1	\$245
Managing Productivity	4/2 – 4/27 or 6/4 – 6/29	\$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	2/5 – 3/2 or 4/2 – 4/27	\$195
Effective Copywriting	3/5 – 3/30 or 5/7 – 6/1	\$195
Writing News and Press Releases	4/2 – 4/27 or 6/4 – 6/29	\$195
Certificate in Customer Service <i>Learn to retain customers, serve your audience & turn inquiries into sales</i>		\$245
Keys to Customer Service	2/5 – 3/2 or 4/2 – 4/27	\$145
Extraordinary Customer Service	3/5 – 3/30 or 5/7 – 6/1	\$145
Certificate in Presentation Media <i>Enhance your message with design elements for visual presentations using any medium</i>		\$495
Infographics	2/5 – 3/2 or 4/2 – 4/27	\$195
Photoshop for Presentations	3/5 – 3/30 or 5/7 – 6/1	\$195
Graphic Design for Visual Presentations	4/2 – 4/27 or 6/4 – 6/29	\$195

Management

Certificate in Non-Profit Administration <i>Improve your revenue generation and evaluation planning</i>		\$595
Revenue Generation for Non-Profits	2/5 – 3/30 or 4/2 – 5/25	\$495
Program Evaluation for Nonprofit Professionals	4/2 – 4/27 or 6/4 – 6/29	\$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	2/5 – 3/2 or 4/2 – 4/27	\$195
Project Management Processes	3/5 – 3/30 or 5/7 – 6/1	\$195
Project Management Knowledge Areas	4/2 – 4/27 or 6/4 – 6/29	\$195
New! 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 prerequisites required!</i>	4/2 – 4/27 or 6/4 – 6/29	\$245
New! 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	2/5 – 3/2 or 4/2 – 4/27	\$195
Intermediate Six Sigma Green Belt	3/5 – 3/30 or 5/7 – 6/1	\$195
Advanced Six Sigma Green Belt	4/2 – 4/27 or 6/4 – 6/29	\$195

New Media Marketing

Digital Marketing Certificate <i>Learn the basics of eMarketing and improve your response rates.</i>		\$495
Improving Email Promotions	2/5 – 3/2 or 4/2 – 4/27	\$195
Boosting Your Website Traffic	3/5 – 3/30 or 5/7 – 6/1	\$195
Online Advertising	4/2 – 4/27 or 6/4 – 6/29	\$195
Certificate in Google Tools <i>Using google tools can mean greater productivity, effectiveness and even profitability in your work.</i>		\$495
Google Analytics	2/5 – 3/2 or 4/2 – 4/27	\$195
Google Apps for Business	3/5 – 3/30 or 5/7 – 6/1	\$195
Google +	4/2 – 4/27 or 6/4 – 6/29	\$195
Inbound Marketing Certificate <i>Discover how to implement lead-nurturing campaigns that result in sales</i>		\$495
Introduction to Inbound Marketing	2/5 – 3/2 or 4/2 – 4/27	\$195
Content Marketing	3/5 – 3/30 or 5/7 – 6/1	\$195
Advanced Inbound Marketing	4/2 – 4/27 or 6/4 – 6/29	\$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	2/5 – 3/2 or 4/2 – 4/27	\$195
Creating Cell Phone Apps for your Business	3/5 – 3/30 or 5/7 – 6/1	\$245
Advanced Mobile Marketing	4/2 – 4/27 or 6/4 – 6/29	\$245
Podcasting <i>Grow your brand and connect with customers by creating a podcast that will let them know who you are.</i>	2/5 – 3/2 or 4/2 – 4/27	\$245
Mastering Video Marketing <i>Learn how to create videos that tell your story and connect with people</i>		\$395
Video Marketing	2/5 – 3/2 or 4/2 – 4/27	\$245
YouTube for Business	3/5 – 3/30 or 5/7 – 6/1	\$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>	2/5 – 3/2 or 4/2 – 4/27	\$195
Managing Social Media Platforms Certificate <i>Get practical, how-to techniques to integrate social networks into your organization</i>		\$495
Twitter	2/5 – 3/2 or 4/2 – 4/27	\$195
Facebook for Business	3/5 – 3/30 or 5/7 – 6/1	\$245
LinkedIn for Business	4/2 – 4/27 or 6/4 – 6/29	\$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	2/5 – 3/2 or 4/2 – 4/27	\$195
Marketing Using Social Media	3/5 – 3/30 or 5/7 – 6/1	\$195
Integrating Social Media in Your Organization	4/2 – 4/27 or 6/4 – 6/29	\$195



For Online Registration and More Information

www.greatbay.edu/btc-online