

Business		
Certificate in Accounting and Finance for Non-Financial Managers <i>Utilize financial information to aid in effective decision making.</i>	All three classes below	\$495
Accounting and Finance for Non-Financial Managers	2/4 – 3/1 and 4/1 - 4/26	\$195
Cash is King	3/4 – 3/29 and 5/6 - 5/31	\$195
Financial Analysis and Planning for Non-Financial Managers	4/1 – 4/26 and 6/3 – 6/28	\$195
Certificate in Data Analysis <i>Learn how to analyze data to see trends and make predictions to make good business decisions.</i>	All three classes below	\$495
Introduction to Data Analysis	2/4 – 3/1 and 4/1 - 4/26	\$195
Intermediate Data Analysis	3/4 – 3/29 and 5/6 - 5/31	\$195
Advanced Data Analysis	4/1 – 4/26 and 6/3 – 6/28	\$195
Certificate in Office Operations <i>Increase the productivity of every person in your organization with strategies and benchmarks of office operations.</i>	All three classes below	\$495
Office Operations	Coming soon	\$195
Cybersecurity for Managers	3/4 – 3/29 and 5/6 - 5/31	\$195
Embracing Sustainability in the Workplace	Coming soon	\$195
Certificate in Sales <i>Increase your success with skills in relationship management, prospecting, customer management, and delivering a compelling sales presentation.</i>	All three classes below	\$495
Strategic Selling with Social Media	2/4 – 3/1 and 4/1 - 4/26	\$195
Getting Started in Sales	3/4 – 3/29 and 5/6 - 5/31	\$195
Power Selling	4/1 – 4/26 and 6/3 – 6/28	\$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>	3/4 – 3/29 and 5/6 - 5/31	\$195
Legal Office Administration <i>Become an exceptional legal practitioner in an administrative capacity.</i>	4/1 – 4/26 and 6/3 – 6/28	\$245
New! Productivity & Time Management Certificate <i>Boost your productivity by managing your time better and increase profitability & organizational success with outcomes and results.</i>	All three classes below	\$595
New 21 st Century Strategies for Productivity & Time Management	2/4 – 3/1 and 4/1 - 4/26	\$195
Productivity eTools	3/4 – 3/29 and 5/6 - 5/31	\$245
Managing Productivity	4/1 – 4/26 and 6/3 – 6/28	\$245
Business Communication		
Certificate in Business Writing <i>Move forward in your career with the keys to successful writing in the workplace.</i>	All three classes below	\$495
Business Writing	2/4 – 3/1 and 4/1 - 4/26	\$195
Effective Copywriting	3/4 – 3/29 and 5/6 - 5/31	\$195
Writing News and Press Releases	4/1 – 4/26 and 6/3 – 6/28	\$195
Certificate in Customer Service <i>Learn to retain customers, serve your audience & turn inquiries into sales.</i>	Both classes below	\$245
Keys to Customer Service	2/4 – 3/1 and 4/1 - 4/26	\$145
Extraordinary Customer Service	3/4 – 3/29 and 5/6 - 5/31	\$145
Certificate in Presentation Media <i>Enhance your message with design elements for visual presentations using any medium.</i>	All three classes below	\$495
Infographics	2/4 – 3/1 and 4/1 - 4/26	\$195
Photoshop for Presentations	3/4 – 3/29 and 5/6 - 5/31	\$195
Graphic Design for Visual Presentations	4/1 – 4/26 and 6/3 – 6/28	\$195
Management		
Certificate in Non-Profit Administration <i>Improve your revenue generation and evaluation planning.</i>	Both classes below	\$595
Revenue Generation for Non-Profits	2/4 – 3/29 and 4/1 – 5/24	\$495
Program Evaluation for Nonprofit Professionals	4/1 – 4/26 and 6/3 – 6/28	\$295
Certificate in Project Management <i>Learn the skills, tools and templates to confidently develop and maintain a project.</i>	All three classes below	\$495
Introduction to Project Management	2/4 – 3/1 and 4/1 – 4/26	\$195
Project Management Processes	3/4 – 3/29 and 5/6 - 5/31	\$195
Project Management Knowledge Areas	4/1 – 4/26 and 6/3 – 6/28	\$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>	4/1 – 4/26 and 6/3 – 6/28	\$245
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>	All three classes below	\$495
Introduction to Six Sigma Green Belt	2/4 – 3/1 and 4/1 - 4/26	\$195
Intermediate Six Sigma Green Belt	3/4 – 3/29 and 5/6 - 5/31	\$195
Advanced Six Sigma Green Belt	4/1 – 4/26 and 6/3 – 6/28	\$195
New Media Marketing		
Digital Marketing Certificate <i>Learn the basics of eMarketing and improve your response rates.</i>	All three classes below	\$495
Improving Email Promotions	2/4 – 3/1 and 4/1 - 4/26	\$195
Boosting Your Website Traffic	3/4 – 3/29 and 5/6 - 5/31	\$195
Online Advertising	4/1 – 4/26 and 6/3 – 6/28	\$195
Certificate in Google Tools <i>Using Google tools can mean greater productivity, effectiveness and even profitability in your work.</i>	All three classes below	\$495
Google Analytics	2/4 – 3/1 and 4/1 - 4/26	\$195
Google Apps for Business	3/4 – 3/29 and 5/6 - 5/31	\$195
Google +	4/1 – 4/26 and 6/3 – 6/28	\$195
Inbound Marketing Certificate <i>Discover how to implement lead-nurturing campaigns that result in sales</i>	All three classes below	\$495
Introduction to Inbound Marketing	2/4 – 3/1	\$195
Content Marketing	3/4 – 3/29	\$195
Advanced Inbound Marketing	4/1 - 4/26	\$195
Mobile Marketing Certificate <i>Learn how mobile marketing can increase your capabilities to retain current customers and gain new ones.</i>	All three classes below	\$595
Introduction to Mobile Marketing	Coming Soon	\$195
Creating Cell Phone Apps for your Business	Coming Soon	\$245
Advanced Mobile Marketing	Coming Soon	\$245
Podcasting <i>Grow your brand and connect with customers by creating a podcast that will let them know who you are.</i>	2/4 – 3/1 and 4/1 - 4/26	\$245
Mastering Video Marketing <i>Learn how to create videos that tell your story and connect with people.</i>	Both classes below	\$395
Video Marketing	2/4 – 3/1 and 4/1 - 4/26	\$245
YouTube for Business	3/4 – 3/29 and 5/6 - 5/31	\$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>	2/4 – 3/1 and 4/1 - 4/26	\$195
Managing Social Media Platforms Certificate <i>Get practical, how-to techniques to integrate social networks into your organization.</i>	All three classes below	\$495
Twitter	2/4 – 3/1 and 4/1 - 4/26	\$195
Facebook for Business	3/4 – 3/29 and 5/6 - 5/31	\$245
Linkedin for Business	4/1 - 4/26 and 6/3 – 6/28	\$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>	All three classes below	\$495
Introduction to Social Media	2/4 – 3/1 and 4/1 - 4/26	\$195
Marketing Using Social Media	3/4 – 3/29 and 5/6 - 5/31	\$195
Integrating Social Media in Your Organization	4/1 - 4/26 and 6/3 – 6/28	\$195



For Online Registration and More Information
www.greatbay.edu/btc-online