



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	6/5 – 6/30	\$195
Cash is King	7/3 – 7/28	\$195
Financial Analysis and Planning for Non-Financial Managers	8/7 – 9/1	\$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	6/5 – 6/30	\$195
Intermediate Data Analysis	7/3 – 7/28	\$195
Advanced Data Analysis	8/7 – 9/1	\$195
New! Certificate in Office Operations Increase the productivity of every person in your organization with strategies and benchmarks of office operations.		\$495
Office Operations	6/5 – 6/30	\$195
Cybersecurity for Managers	7/3 – 7/28	\$195
Embracing Sustainability in the Workplace	8/7 – 9/1	\$195
New! 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	6/5 – 6/30	\$195
Getting Started in Sale	7/3 – 7/28	\$195
Power Selling	8/7 – 9/1	\$195
New! The Basics of Bookkeeping Learn the basics of accounting & financial ledgers to maintain monthly records & a chart of accounts to match your business.	6/5 – 6/30	\$195
New! Legal Office Administration Become an exceptional legal practitioner in an administrative capacity.	8/7 – 9/1	\$245

Business Communication

Certificate in Customer Service Learn to retain customers, serve your audience & turn inquiries into sales		\$245
Keys to Customer Service	6/5 – 6/30	\$145
Extraordinary Customer Service	7/3 – 7/28	\$145
Certificate in Business Writing Move forward in your career with the keys to successful writing in the workplace.		\$495
Business Writing	6/5 – 6/30	\$195
Effective Copywriting	7/3 – 7/28	\$195
Writing News and Press Releases	8/7 – 9/1	\$195
Certificate in Presentation Media Enhance your message with design elements for visual presentations using any medium		\$495
Prezi	6/5 – 6/30	\$195
Photoshop for Presentations	7/3 – 7/28	\$195
Graphic Design for Visual Presentations	8/7 – 9/1	\$195
New! Infographics Learn to use graphic, visual presentations of data that present complex information quickly and clearly.	8/7 – 9/1	\$195

Management

Certificate in Non-Profit Administration Improve your revenue generation and evaluation planning		\$595
Revenue Generation for Non-Profits	6/5 – 6/30	\$495
Program Evaluation for Nonprofit Professionals	8/7 – 9/1	\$295
Certificate in Project Management Learn the skills, tools and templates to confidently develop and maintain a project		\$495
Introduction to Project Management	6/5 – 6/30	\$195
Project Management Processes	7/3 – 7/28	\$195
Project Management Knowledge Areas	8/7 – 9/1	\$195
New! 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!	8/7 – 9/1	\$245
New! 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	6/5 – 6/30	\$195
Intermediate Six Sigma Green Belt	7/3 – 7/28	\$195
Advanced Six Sigma Green Belt	8/7 – 9/1	\$195

New Media Marketing		
Digital Marketing Certificate	Learn the basics of eMarketing and improve your response rates.	\$495
Improving Email Promotions	6/5 – 6/30	\$195
Boosting Your Website Traffic	7/3 – 7/28	\$195
Online Advertising	8/7 – 9/1	\$195
Certificate in Google Tools	Using google tools can mean greater productivity, effectiveness and even profitability in your work.	\$495
Google Analytics	6/5 – 6/30	\$195
Google +	7/3 – 7/28	\$195
Google Apps for Business	8/7 – 9/1	\$195
Mobile Marketing Certificate	Learn how mobile marketing can increase your capabilities to retain current customers and gain new ones	\$595
Introduction to Mobile Marketing	6/5 – 6/30	\$195
Creating Cell Phone Apps for your Business	7/3 – 7/28	\$245
Advanced Mobile Marketing	8/7 – 9/1	\$245
Podcasting	Grow your brand and connect with customers by creating a podcast that will let them know who you are.	\$245
Video Marketing Certificate	Learn how to create videos that tell your story and connect with people	\$395
Video Marketing	6/5 – 6/30	\$245
YouTube for Business	7/3 – 7/28	\$245
Social Media for Business		
Instagram for Business	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
Managing Social Media Platforms Certificate	Get practical, how-to techniques to integrate social networks into your organization	\$495
Twitter	6/5 – 6/30	\$195
Facebook for Business	7/3 – 7/28	\$245
LinkedIn for Business	8/7 – 9/1	\$195
Social Media for Business Certificate	Get in on this exciting and growing way to communicate, market, and serve your customers and clients.	\$495
Introduction to Social Media	6/5 – 6/30	\$195
Marketing Using Social Media	7/3 – 7/28	\$195
Integrating Social Media in Your Organization	8/7 – 9/1	\$195



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