



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	6/4 – 6/29	\$195
Cash is King	7/2 – 7/27	\$195
Financial Analysis and Planning for Non-Financial Managers	8/6 – 8/31	\$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	6/4 – 6/29	\$195
Intermediate Data Analysis	7/2 – 7/27	\$195
Advanced Data Analysis	8/6 – 8/31	\$195

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

Office Operations	6/4 – 6/29	\$195
Cybersecurity for Managers	7/2 – 7/27	\$195
Embracing Sustainability in the Workplace	8/6 – 8/31	\$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	6/4 – 6/29	\$195
Getting Started in Sale	7/2 – 7/27	\$195
Power Selling	8/6 – 8/31	\$195

The Basics of Bookkeeping *Learn the basics of accounting & financial ledgers to maintain monthly records & a chart of accounts to match your business.* 7/2 – 7/27 \$195

Legal Office Administration *Become an exceptional legal practitioner in an administrative capacity.* 8/6 – 8/31 \$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 st Century Strategies for Productivity & Time Management	6/4 – 6/29	\$195
Productivity eTools	7/2 – 7/27	\$245
Managing Productivity	8/6 – 8/31	\$245

Business Communication

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

Business Writing	6/4 – 6/29	\$195
Effective Copywriting	7/2 – 7/27	\$195
Writing News and Press Releases	8/6 – 8/31	\$195

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

Keys to Customer Service	6/4 – 6/29	\$145
Extraordinary Customer Service	7/2 – 7/27	\$145

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

Infographics	6/4 – 6/29	\$195
Photoshop for Presentations	7/2 – 7/27	\$195
Graphic Design for Visual Presentations	8/6 – 8/31	\$195

Management

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

Revenue Generation for Non-Profits	6/4 – 7/27	\$495
Program Evaluation for Nonprofit Professionals	8/6 – 8/31	\$295

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

Introduction to Project Management	6/4 – 6/29	\$195
Project Management Processes	7/2 – 7/27	\$195
Project Management Knowledge Areas	8/6 – 8/31	\$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!* 8/6 – 8/31 \$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	6/4 – 6/29	\$195
Intermediate Six Sigma Green Belt	7/2 – 7/27	\$195
Advanced Six Sigma Green Belt	8/6 – 8/31	\$195

New Media Marketing		
Digital Marketing Certificate	<i>Learn the basics of eMarketing and improve your response rates.</i>	\$495
Improving Email Promotions	6/4 – 6/29	\$195
Boosting Your Website Traffic	7/2 – 7/27	\$195
Online Advertising	8/6 – 8/31	\$195
Certificate in Google Tools	<i>Using google tools can mean greater productivity, effectiveness and even profitability in your work.</i>	\$495
Google Analytics	6/4 – 6/29	\$195
Google Apps for Business	7/2 – 7/27	\$195
Google +	8/6 – 8/31	\$195
Inbound Marketing Certificate	<i>Discover how to implement lead-nurturing campaigns that result in sales</i>	\$495
Introduction to Inbound Marketing	6/4 – 6/29	\$195
Content Marketing	7/2 – 7/27	\$195
Advanced Inbound Marketing	8/6 – 8/31	\$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	6/4 – 6/29	\$195
Creating Cell Phone Apps for your Business	7/2 – 7/27	\$245
Advanced Mobile Marketing	8/6 – 8/31	\$245
Podcasting	<i>Grow your brand and connect with customers by creating a podcast that will let them know who you are.</i>	\$245
6/4 – 6/29		
Mastering Video Marketing	<i>Learn how to create videos that tell your story and connect with people</i>	\$395
Video Marketing	6/4 – 6/29	\$245
YouTube for Business	7/2 – 7/27	\$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>	\$195
6/4 – 6/29		
Managing Social Media Platforms Certificate	<i>Get practical, how-to techniques to integrate social networks into your organization</i>	\$495
Twitter	6/4 – 6/29	\$195
Facebook for Business	7/2 – 7/27	\$245
Linkedin for Business	8/6 – 8/31	\$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	6/4 – 6/29	\$195
Marketing Using Social Media	7/2 – 7/27	\$195
Integrating Social Media in Your Organization	8/6 – 8/31	\$195



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