



Business

Certificate in Customer Research Discover techniques for collecting information that will improve your promotion & marketing	2/2 – 3/27	\$395
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	2/2 – 2/27 or 4/6 – 5/1	\$195
Intermediate Data Analysis	3/2 – 3/27 or 5/4 – 5/29	\$195
Advanced Data Analysis	4/6 – 5/1 or 6/1 – 6/26	\$195

Business Communication

Certificate in Customer Service Learn to retain customers, serve your audience & turn inquiries into sales		\$245
Keys to Customer Service	2/2 – 2/27 or 4/6 – 5/1	\$145
Extraordinary Customer Service	3/2 – 3/27 or 5/4 – 5/29	\$145
Certificate in Presentation Media Enhance your message with design elements for visual presentations using any medium		\$495
Prezi	2/2 – 3/27 or 4/6 – 5/1	\$195
Photoshop for Presentations	3/2 – 3/27 or 5/4 – 5/29	\$195
Graphic Design for Visual Presentations	4/6 – 5/1 or 6/1 – 6/26	\$195

Management

Accounting and Finance for Non-Financial Managers Gain a foundation to understand the accounting cycle and use financial information in decision making	2/2 – 2/27 or 4/6 – 5/1	\$195
Certificate in Non-Profit Administration Improve your revenue generation and evaluation planning		\$595
Revenue Generation for Non-Profits	2/2 – 3/27 or 4/6 – 5/29	\$495
Program Evaluation for Nonprofit Professionals	4/6 – 5/1 or 6/1 – 6/26	\$245

New Media Marketing

eMarketing Essentials Certificate Learn the basics of eMarketing and improve your response rates.		\$495
Improving Email Promotions	2/2 – 2/27 or 4/6 – 5/1	\$195
Boosting Your Website Traffic	3/2 – 3/27 or 5/4 – 5/29	\$195
Online Advertising	4/6 – 5/1 or 6/1 – 6/26	\$195
Google Apps for Business Move beyond the basic features you figured out on your own. Be able to use them to work collaboratively and increase productivity.	3/2 – 3/27 or 5/4 – 5/29	\$195
Google Analytics For non-technical users – Learn to understand your website visitor traffic and calculate ROI for your online advertising	3/2 – 3/27 or 5/4 – 5/29	\$195

Inbound Marketing Certificate Discover how to implement lead-nurturing campaigns that result in sales		\$495
Introduction to Inbound Marketing	2/2 – 2/27 or 4/6 – 5/1	\$195
Content Marketing	3/2 – 3/27 or 5/4 – 5/29	\$195
Advanced Inbound Marketing	4/6 – 5/1 or 6/1 – 6/26	\$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	2/2 – 2/27 or 4/6 – 5/1	\$195
Creating Cell Phone Apps for your Business	3/2 – 3/27 or 5/4 – 5/29	\$245
Advanced Mobile Marketing	4/6 – 5/1 or 6/1 – 6/26	\$245
Podcasting Grow your brand and connect with customers by creating a podcast that will let them know who you are.	2/2 – 2/27 or 4/6 – 5/1	\$245

Video Marketing Certificate Learn how to create videos that tell your story and connect with people		\$395
Video Marketing	2/2 – 2/27 or 4/6 – 5/1	\$245
YouTube for Business	3/2 – 3/27 or 5/4 – 5/29	\$245



Social Media for Business

Google + Discover the best ways to use this popular and emerging social media platform to raise your online profile and connect with current and potential new customers	4/6 – 5/1 or 6/1 – 6/26	\$195
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.	2/2 – 2/27 or 4/6 – 5/1	\$195
Managing Social Media Platforms Certificate Get practical, how-to techniques to integrate social networks into your organization		\$495
Twitter	2/2 – 2/27 or 4/6 – 5/1	\$195
Facebook for Business	3/2 – 3/27 or 5/4 – 5/29	\$245
LinkedIn for Business	4/6 – 5/1 or 6/1 – 6/26	\$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	2/2 – 2/27 or 4/6 – 5/1	\$195
Marketing Using Social Media	3/2 – 3/27 or 5/4 – 5/9	\$195
Integrating Social Media in Your Organization	4/6 – 5/1 or 6/1 – 6/26	\$195

**Classes starting the first Monday of the month
Most courses offered four times during the year
Certificate courses can be taken individually**

**New to online learning?
Our online learning tutorial begins the week before classes start**



For Online Registration and More Information
greatbay.edu/btc-online
Call 800-678-5376 Email: info@UGotClass.org