CAREERWISE RECOMMENDED ONLINE COURSE MENU

BUSINESS OPERATIONS

CareerWise Colorado
MODERN YOUTH APPRENTICESHIP

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Accelerate the skill development of your apprentice through targeted online courses. There are countless low-cost courses that will expand their knowledge and skill set. They are easy to access and teach a critical skill aligned to CareerWise competencies. There are numerous benefits in engaging youth apprentices in online courses, particularly while they are working remotely.

The courses outlined below focus on **business operations**. For an apprentice looking to develop their skill set in project coordination, marketing, operations or leadership, these online courses will prepare them for their next challenge.

PROJECT MANAGEMENT

Project Management Foundations
Provided through LinkedIn Learning, $40 registration fee.
Approximately three and a half hours *of instructional content.*
Beginner level.

Instructor Bonnie Biafore has always been fascinated by how things work and how to make things work better. In this course, she explains the fundamentals of project management, from defining the problem, establishing project goals and objectives, and building a project plan to managing team resources, meeting deadlines, and closing the project. Along the way, she provides tips for reporting on project performance, keeping a project on track, and gaining customer acceptance.

Project Management: The Basics for Success
Online, Self-Paced: Free through Coursera/UC Irvine.
Approximately nine hours *to complete.*
No Prerequisites.

This course combines the essential elements of Project Management and Team Leadership into one course. Upon completing this course, you will be able to: 1) Learn about the role of high-performance teams and leadership in project management 2) Learn about the tools and techniques for developing and strengthening high performance teams and team members 3) Learn about the stages in project cycle 4) Apply best practices to develop competencies and skills in planning and controlling projects to ensure successful outcomes 5) Learn how to monitor project activities and assess progress 6) Learn to communicate proficiently to report project status and performance to stakeholders and contribute to organizational knowledge base.

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Project Manager Basics Course
Online, Self-Paced: $350 for PMI members, $450 for non-members.
Approximately nine hours *to complete.*
No Prerequisites.

This course is for anyone building project management skills for their job or looking for a one-stop resource for CAPM preparation. Project Management Basics is the official PMI online course to build your project management skills and prepare for the Certified Associate in Project Management (CAPM)® certification exam. Developed and created by PMI and validated by CAPM® and Project Management Professional (PMP)® certification holders, it is based on the *PMBOK® Guide* – Sixth Edition.

Build project management skills—and confidence—at your convenience. Test your knowledge, then reinforce what you've learned. Or prepare for the CAPM exam with content that covers the required 23 educational hours for CAPM certification.

Fundamentals of Project Planning and Management
Online, Self-Paced: Free through Coursera/University of Virginia.
Approximately 12 hours *to complete.*
No Prerequisites.

This is an introductory course on the key concepts of planning and executing projects. We will identify factors that lead to project success, and learn how to plan, analyze, and manage projects. Learners will be exposed to state-of-the-art methodologies and to considering the challenges of various types of projects. As a Project Management Institute (PMI®) Registered Education Provider, the University of Virginia Darden School of Business has been approved by PMI to issue 12 professional development units (PDUs) for this course, which focuses on core competencies recognized by PMI.

Cert Prep: Project Management Professional (PMP)®
Provided through LinkedIn Learning, $50 registration fee.
Approximately seven hours *of instructional content.*
Beginner level, high-rigor.

This certification training course teaches critical project management concepts from the exam and offers study guides and sample practice exams to hone your test-taking skills. This course also fulfills the 35-hour

education requirement needed to sit for the exam and provides 35 PDUs for current PMPs who need the credit to maintain their certification.

Sandy covers the major ideas from the Project Management Body of Knowledge (PMBOK® Guide) and walks you through the project lifecycle. She also goes over material that is not covered in the guide-pointing out what is most likely to be featured on the exam and what you should try to commit to memory.

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MARKETING

Google AdWords for Beginners
Online, Self-Paced: $10.99 through Udemy.
Approximately six hours *to complete.*
No Prerequisites.

With this course, you will learn how to effectively use AdWords to reach more customers online and to grow their business. Topics include Fundamentals of AdWords, managing budgets and bids, keyword research, research tools, campaign targeting, creating successful ads, competitive research and optimization strategies This course includes 3.5 hours of on-demand instructional videos, and six articles for study.

The Complete Digital Marketing Course-12 Courses in 1
Online, Self-Paced: $13.99 through Udemy.
23 hour course*, approximately 3-4 weeks to complete.*
No Prerequisites.

You will learn how to grow a business online, through 12 separate courses. The courses include market research, WordPress, email marketing, copywriting, SEO, YouTube marketing, social media marketing, LinkedIn marketing, app marketing, Google AdWords, Facebook ads, and Google Analytics. Apprentices will receive lifetime access to course updates and a Udemy Certificate of Completion for download.

Social Media Marketing-Complete Certificate Course
Online, Self-Paced: $11.99 through Udemy.
Approximately six to eight hours *to complete.*
No Prerequisites.

You will be able to understand the social media foundations, plan goals to create a vision, understand the basics of YouTube, Facebook, Google+, Twitter, Instagram and blogging, use social media for customer services and PR in addition to marketing, build a social media strategy, fully audit their organization, and use advanced features of most popular social networks. This course includes 2.5 hours of on demand video and 16 articles for instruction.

Google AdWords Certification
Online, Self-Paced: $12.99 through Udemy
Nine hours *of online instruction.*
No Prerequisites.

Candidates will be able to achieve the Google AdWords Certification. This training includes 1.5 hours of on-demand instructional videos, three articles, and a practice test for candidates.

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HTML Essential Training
Provided through LinkedIn Learning, $40 registration fee.
Approximately six hours *of instructional content.*
Beginner level.

HTML is the programming language that powers the web. And like any language, once you master it, you can begin to create your own content, whether that's simple websites or complex web applications. This course provides an in-depth look at the essentials: the syntax of HTML and best practices for writing and editing your code. Senior staff author James Williamson reviews the structure of a typical HTML document, and shows how to section pages and format your content with HTML. Plus, learn how to create links and lists, and find out how HTML works with CSS and JavaScript to create rich, engaging user experiences. So open a text editor, watch these videos, and begin learning to author HTML the right way.

Online Marketing Foundations
Provided through LinkedIn Learning, $30 registration fee.
Approximately five hours *of instructional content.*
Beginner level.

Learn how to promote your business effectively online and develop a targeted online marketing strategy that engages potential customers throughout the digital landscape. In this course, Brad Batesole explains today's digital marketing techniques in simple terms, demonstrating how to build a successful online marketing campaign for all digital channels: search, video, social, email, and display.

Brad shows how to evaluate your website and identify conversion goals, measure and interpret website analytics, get the most out of SEO, and set up your first text and display ads. See how to connect with communities on the leading social networks, learn best practices for developing and distributing video marketing content, and find out what makes an email marketing campaign successful. This course also covers content marketing, mobile marketing, and influencer marketing, as well as recommendations for expanding your digital marketing skillset. Upon completing this foundational digital marketing course, you'll be equipped with skills and strategies that can help you navigate today's online landscape and develop a smart plan of action.

Facebook Advertising – Lynda Courses
Provided through Lynda Courses, $30 registration fee.
Approximately two hours *of instructional content.*
Beginner level.

This online program, conducted by Megan Adams, focuses on Facebook advertising and helps you learn how to target right audience with Facebook ads. During the course, you will learn the basics of social media marketing campaigns ranging from setting up an account to understanding ads manager tools. It will help you enhance a range of skills such as Social media, advertising, Facebook and Social media marketing. If you don't have any idea how Facebook ads work, then this will be the perfect training.

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Graphic Design Bootcamp
Provided through Udemy, $200 registration fee.
Approximately 16 hours *of instructional content, plus assignments.*
Beginner level.

This program is a great place to begin if you are interested in becoming a graphic designer. Primarily aimed at beginners, these lessons will show you how to make some of the most popular projects in the industry such as business cards, custom logos, brochures and more. Gain a clear understanding of how to work with both print and web projects as well as build a skillset to become employable as a graphic designer in a company or as a freelancer. This is a great starter for the Adobe Create Suite without any prior experience.

Viral Marketing and How to Craft Contagious Content
Provided through Coursera, currently free.
Approximately six hours *of instructional content.*
Beginner level.

This course explains how things catch on and helps you apply these ideas to be more effective at marketing your ideas, brands, or products. You'll learn how to make ideas stick, how to increase your influence, how to generate more word of mouth, and how to use the power of social networks to spread information and influence. Drawing on principles from his best-selling book, "Contagious: Why Things Catch On," Professor Jonah Berger illustrates successful strategies for you to use buzz to create virality so that your campaigns become more shareable on social media and elsewhere. By the end of this course, you'll have a better understanding of how to craft contagious content, build stickier messages, and get any product, idea, or behavior to catch on.

Marketing Mix Implementation Specialization
Provided through Coursera, currently free.
Takes three months, *at approximately eight hours per week to complete.*
Beginner level.

In this specialization, you will delve into the marketing mix and the skill-set needed to implement successful marketing strategies. Join us and explore the four key concepts of the marketing mix model, also known as the 4Ps: Product (Brand and Product Management), Pricing, Place (Distribution Channel Strategy and Retail) and Promotion (Communication Strategies, PR and Advertising). This course primarily focuses on implementation so you can immediately apply the lessons learned to your work or to a business idea that you are thinking of taking to market. After completing the four courses, you will be able to take part in the Capstone Project where you will have the opportunity to put into practice what you have learned in this specialization by running a real product through the marketing mix.

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OTHER

Introduction to Operations Management
Online, Self-Paced: Free through Coursera/University of Pennsylvania-Wharton.
Approximately 18 hours *to complete: four weeks, four to six hours/week.*
Beginner Level, No Prerequisites

Learn to analyze and improve business processes in services or in manufacturing by learning how to increase productivity and deliver higher quality standards. Key concepts include process analysis, bottlenecks, flows rates, and inventory levels, and more. After successfully completing this course, you can apply these skills to a real-world business challenge as part of the Wharton Business Foundations Specialization.

Strategic Leadership and Management Specialization
Online, Self-Paced: Free through Coursera/University of Illinois-Champaign Urbana.
Approximately seven months *to complete (suggested five hours of study/week.)*
No Prerequisites.

Enhance leadership and business skills for immediate impact. Practice everyday leadership, manage people, learn and apply concepts and techniques to effectively manage organizations through organizational design, and formulate and implement strategy. Through the courses in this specialization, you will learn the fundamentals to effectively lead people and teams, manage organizations as well as tools to analyze business situations and develop strategies.

Administrative Human Resources for Beginners
Online, Self-Paced: $11.99 through Udemy.
Approximately eight hours *to complete.*
No Prerequisites.

This course is best suited for anyone interested in Human Resources or Management or related fields. You will be able to explore the role of HR from administrative and compliance to strategy and business growth, discover the process of recruiting great talent, from job analysis to writing interview questions and job postings, discover where to begin with an HR audit, and discover performance management process with more impact.