



ROLE-READY LEARNING PATH PROGRAMS

The 4ProPlus Learning Path Programs are designed to assemble online self-paced training into convenient Job-Role targeted certifications for career success. **Skill-Role Ready** Learning Paths include 5 role specific course titles (see titles for each path on pages 2-9).

**For optional Entry-Role and Remote Workforce Path upgrades – see details on page 9.*

Role-Ready Learning Path Program Certifications

- Certified Project Management Specialist
- Certified HR/Hiring Management Specialist
- Certified Digital Marketing Specialist
- Certified Accounting Management Specialist
- Certified Business Operations Specialist
- Certified Executive Assistant Specialist
- Certified Customer Service and Support Specialist
- Certified Remote Workforce Management Specialist
- Certified Technology Support Specialist
- Certified Cybersecurity Specialist
- Certified Social Media Specialist
- Certified Microsoft Office Specialist
- Certified Web Development and Design Specialist
- Certified Level I Programming Specialist
- Certified Legal Office Specialist
- Certified Graphic Design Specialist
- Certified Inclusion and Diversity Specialist
- Certified Entrepreneurship Specialist
- Certified SCRUM MASTER Project Specialist
- Certified Cannabis (Budtender) Service Specialist
- Certified Recruiter and Hiring Specialist
- Certified Workplace Safety and Compliance Officer
- Certified Healthcare Site Safety and Compliance Officer
- Certified Internet Search Engine Optimization (SEO) Specialist
- Certified Blockchain and Cryptocurrency Specialist
- Certified Professional Sales Manager
- Certified Digital Presentation Specialist
- Certified Director of Finance

- Certified Public Relations (PR) Professional
- Certified Marketing Coordinator
- Certified Marketing Communications Specialist
- Certified Procurement Specialist
- Certified Customer Support Manager

SEE LEARNING PATH DETAILS ON PAGES 2-9



Certified Project Management Specialist

The role of a project management specialist involves planning and overseeing projects to ensure they are completed in a timely fashion and within budget. Project managers plan and designate project resources, prepare budgets, monitor progress, and keep stakeholders informed the entire way.

Courses in this learning path include:

- Introductory Project Management
- Strategic Planning Skills
- Managing Project Teams
- Schedule & Cost Control
- Lean Six Sigma Green Belt Basics

Certified Digital Marketing Specialist

The role of the Digital Marketing Specialist involves planning, development and execution of digital programs and campaigns, including online advertising, web site strategy and design, social media, mobile, and deliverables. Interfacing with marketing communications functions, as well as PR, events, retail and business product marketing teams.

Courses in this learning path include:

- Marketing Basics
- Internet Marketing Fundamentals
- Online Marketing Techniques
- Multi-Level Digital Marketing
- Social Media Marketing Strategies

Certified HR/Hiring Management Specialist

The role of a Human Resource (HR) Specialist is to recruit, support, train, and place employees of a company. Depending on the company's size, a human resource department may have multiple specialists to perform specific tasks including overseeing performance reviews and maintaining employee records.

Courses in this learning path include:

- Effective Human Resource Administration
- Efficient Hiring Strategies
- Measuring Training Results
- Coaching and Mentoring Skills
- Annual Employee Review

Certified Accounting Management Specialist

The role of the Bookkeeping/Accounting Specialist involves management of financial data and compliance by maintaining accurate accounts payable and receivable, payroll, financial entries, and reconciliations data..

Courses in this learning path include:

- Introductory Business Accounting
- Basic Bookkeeping Skills
- Bookkeeping and Payroll
- Budgets and Financial Report
- Microsoft Office Excel Basics



Certified Business Operations Specialist

An operations specialist is responsible for the management of workflow within a business. The purpose of this position is to optimize daily activities and performance of the business across the board. Depending on the industry, an operations specialist may progress to a supervisory, managerial or an analyst position.

Courses in this learning path include:

- Executive Strategy in Management
- Employee On-Boarding
- Universal Operations Safety Practices
- Employee Motivation Skills
- Business Quality Management

Certified Customer Support Specialist

A Customer Support Specialist is responsible for interacting with clients and customers. Responding to customer queries in a timely and accurate way, via phone, e-mail or chat. Identifying customer needs and helping customers use specific features of services and products provided.

Courses in this learning path include:

- Customer Service Basics
- Customer Service Skills
- Online Customer Support
- Call Center Customer Skills
- Customer Service Management



Certified Executive Assistant Specialist

An executive assistant is an administrative professional whose work consists of supporting management, including executives, using a variety of project management, communication, or organizational skills.

Courses in this learning path include:

- Executive and Personal Assistant Skills
- Administrative Support Skills
- Microsoft Office Word Proficiency
- Microsoft Office Excel Proficiency
- Microsoft Office Outlook Proficiency

Certified Remote Workforce Manager

The remote workforce manager is tasked with overseeing professionals who work outside of a traditional office environment. Remote employees often execute their projects on a flexible schedule and a manager of this new model in business must be proficient in the skills required to monitor and lead remote work.

Courses in this learning path include:

- High Performance Teams for Remote Workforce Proficiency
- Virtual Team Building and Remote Management Proficiency
- Organizational Culture Change Skills
- Managing Workplace Anxiety
- Employee Review Proficiency

Certified Technology Support Specialist

Technical support specialists work with end-users to provide technical support and assistance for technical, software and hardware problems. Some of the more common problems they troubleshoot include connection problems, slow performance, inability to access data and inefficient programs. Higher level support may involve security and networking issues.

Courses in this learning path include:

- CompTIA A+ Skills 220-901 (Level I)
- CompTIA A+ Skills 220-902 (Level II)
- CompTIA Cloud+ Proficiency
- CompTIA Security+ Proficiency SYO-401
- CompTIA Security+ Proficiency SYO-501

This bundle of preparatory courses delivers a 4ProPlus Certification at completion of all 5 course titles. CompTIA brand exams and certificates are not required and are sold separately

Certified Social Media Specialist

A Social Media Specialist is responsible for creating and administering content across a wide variety of social media platforms to build an audience and ensure customer engagement. The Specialist may also monitor site metrics, SEO, respond to reader comments, and oversee content and creative design.

Courses in this learning path include:

- Introductory Social Media for Business
- Social Media Business Basics
- Social Media Strategy Proficiency
- Blog and SEO Skills
- Digital Security for Business Data

Certified Cybersecurity Specialist

Security specialists take responsibility for their organizations' computer-related security, ensuring company data remains secure and protecting against cyberattacks. Companies hire these professionals to prevent security breaches by analyzing current systems, researching ever-evolving risks, suggesting improvements, and implementing changes.

Courses in this learning path include:

- Digital Security for Business Data
- Workplace Cybersecurity
- Digital Security for Business Data Safety
- CompTIA Security+ Proficiency SYO-401
- CompTIA Security+ Proficiency SYO-501

Certified Microsoft Office Specialist

The Microsoft Office Specialist demonstrates knowledge of all popular Microsoft applications Learning Paths are available at introductory intermediate and advanced levels in preparation for academic or workforce opportunities.

Courses in this learning path include:

- Microsoft Word Proficiency
- Microsoft Excel Proficiency
- Microsoft Outlook Proficiency
- Microsoft Powerpoint Proficiency
- Office Professionalism Proficiency



Certified Web Design & Development Specialist

The rapidly evolving field of Web development and design has created a need for people with the technical skills to design, develop and support websites. Virtually all businesses require a public website and many develop internal intranets to support various applications as well.

Courses in this learning path include:

- CSS Website Design and Development
- Photoshop CC Web Design Proficiency
- Dreamweaver CC Basics Proficiency
- PHP Facebook Developer Proficiency
- WordPress Online Business Proficiency

Certified Legal Office Specialist

Legal office specialists may draft legal communications and make general files, as well as gather documents and respond to clients' requests and legal inquiries. Communication skills are important in this position to work well with clients as well as other legal professionals.

Courses in this learning path include:

- Legal Office Administration Proficiency
- Introductory Legal Concepts Proficiency
- Project Management Skills
- Professional Communication Essentials
- Microsoft Office Word Proficiency

Certified Level I Basic Programming Specialist

An entry level programming specialist understand how to store, locate, and retrieve specific documents, data, and information; code into computer language; test, monitor, debug, document and maintain computer programs. A basic understanding of web development and data analytics is also a plus. This program includes the basics of popular languages such as C# and Python, while cementing skills using game design and web design modules.

Courses in this learning path include:

- C# Programming Fundamentals
- Python Programming Basics Proficiency
- CSS Website Design and Development
- Introductory Python Game Development
- Data Visualization w/ Python/MatPlotLib

Certified Graphic Design Specialist

A Graphic Design Specialist II creates and executes design solutions and collateral used for marketing, advertising, sales, and other forms of communication. Coordinates with customers and stakeholders to conceptualize and deliver projects on time and budget.

Courses in this learning path include:

- Adobe CC PremierePro Video Basics
- Photoshop CC Essentials Proficiency
- Illustrator CC Basics Proficiency
- InDesign CC Basics Proficiency
- Dreamweaver CC Basics Proficiency



Certified SCRUM MASTER Project Professional (4CSMPP)

Scrum is the agile development process that allows teams to deliver usable software periodically throughout the life of the project, dynamically absorbing change and new requirements as the project proceeds. The course covers the Scrum Master Role in detail and enables the learner to convert these skills into real world project experience.

Courses in this learning path include:

- Scrum Master Skills
- Agile Master SCRUM Skills
- Scrum Product Owner
- Scrum Developer Skills
- Scrum Immersion Skills

Certified Recruiting and HR/Hiring Professional

Recruiting and Hiring professionals bring talent to any organization. In this learning path, the student will grow a consolidated skill set of the latest best practices in recruiting and hiring for any vertical.

Courses in this learning path include:

- Introductory HR Concepts
- Hiring Strategies
- Employee Recruitment
- Job Search Skills
- Employee Motivation Skills



Certified Cannabis (Budtender) Service Professional

Cannabis Dispensary Specialists, sometimes referred to as 'Budtenders', are employed by medical and recreational cannabis dispensaries to assist customers with their selections and process their purchases. They recommend suitable cannabis products to customers, address customers' concerns, and ensure that sales floors are adequately stocked. This learning path will help the budding budtender get started on this new and exciting career path.

Courses in this learning path include:

- Medical Cannabis Regulatory
- Opioid Addiction Prevention
- HIPAA Workforce
- Customer Service Skills
- Basic Sales Skills

Certified Workplace Safety and Compliance Officer

A workplace safety and compliance officer is a knowledgeable, highly skilled, person whose role is to ensure everyone complies with all regulatory and legal requirements, internal policies and bylaws. They must provide the guidance management and staff need to both be able to identify as well as manage regulatory risk. This learning path covers a host of important skills required for this critical managerial role.

Courses in this learning path include:

- Safety in the Workplace
- Universal Safety Practices
- Health and Wellness at Work
- Work Safety Team Leader Skills
- Workplace Diversity Awareness

Certified Healthcare Site Safety Compliance Officer

This professional level learning path is designed to train the Certified Health and Safety Officer, Nurse Manager, Practice Manager or Clinical Director in all critical areas of health & safety compliance focusing on the leadership role in healthcare environments.

Courses in this learning path include:

- Infection Prevention and Barrier Protection
- OSHA for Healthcare Environments
- Tuberculosis/TB Prevention
- HIV/AIDS Prevention
- Opioid Addiction Prevention
- Medical Marijuana Regulatory
- Sexual Harassment Prevention in the Healthcare Workplace
- CMS Fraud Waste and Abuse Prevention
- Patient Abuse and Neglect Prevention

Certified Blockchain and Cryptocurrency Professional

A Certified Blockchain and Cryptocurrency Professional understands Blockchain technology and has the skills to build Blockchain-based applications with a deep understanding of Cryptocurrency for any business or organization. This professional level learning path covers a broad list of development and skills topics to help the learner build skills for this exciting new job-role in the internet industry.

Courses in this learning path include:

- Understanding Blockchain Technology
- Cryptocurrency Investing
- Starting with Blockchain Technology for Developers
- Cryptocurrencies and Smart Contracts
- EOS Blockchain for Developers
- Steemit Cryptocurrency
- Blockchain Solutions Architect CBSA
- Building Cryptocurrencies with JavaScript
- IBM Blockchain As A Service
- Hyperledger Fabric Blockchain Deep Dive

Certified Internet Search Engine Optimization (SEO) Specialist

An SEO Specialist is someone who optimizes websites and web placements in order to achieve higher search engine rankings. Put another way: An SEO expert is someone that knows how to get more traffic from search engines. This learning path covers a wide variety of skills required to apply for a skilled SEO Specialist role.

Courses in this learning path include:

- Blog and SEO Skills
- Advanced Google SEO
- Google Analytics for Bloggers
- Link Building for SEO
- Advanced Marketing Using Recommendation Algorithms

Certified Professional Sales Manager

A professional sales manager is the person responsible for leading and coaching a team of salespeople. A sales manager's tasks often include assigning sales territories, setting quotas, mentoring the members of a sales team, assigning sales training, building a sales plan, and hiring and firing salespeople. This learning path will help build a skillset focused on leading a successful sales team.

Courses in this learning path include:

- Goal Setting for Business
- Virtual Team Building and Remote Management
- In Person Sales Skills and Sales Coaching
- Managerial Likability
- Sales Team Motivation



Certified Digital Presentation Specialist

A Digital Presentation Specialist works to design presentations to highlight products and service lines using digital tools and resources. They can also be used in academic settings for high-level conferences, but generally the Presentation Specialist can be found in businesses across industries spanning technology, media, finance, health care, and many more. This learning path helps the designer or marketing professional build skills around digital presentation and apply for these exciting internet roles.

Courses in this learning path include:

- Presentation Skills
- Webinar Skills
- Lunch and Learn Presentation Skills
- Public Speaking Skills
- Meeting Management Skills

Certified Public Relations (PR) Professional

Public Relations professionals help a business, individual or organization cultivate and protect a positive reputation with the public through various communications, including traditional media, social media, and in-person interviews. This unique learning path teaches a set of skills specific to this important professional role.

Courses in this learning path include:

- Understanding Media and Public Relations
- Contract Management Skills
- Social Media Strategy
- Conflict Resolution Leadership
- Strategic Planning Skills



Certified Director of Finance

Finance Directors are tasked with overseeing financial activities, reporting on revenue, training accounting staff, budgeting, disbursing funds to departments, managing risk, implementing policies, and improving financial processes. This learning path teaches a set of skills designed to help prepare for this important professional role.

Courses in this learning path include:

- Budgets and Financial Reporting
- Negotiation Skills
- Basic LEAN Process and SIX SIGMA Skills
- Supply Chain Management Basics
- Schedule & Cost Control

Certified Marketing Coordinator

A certified marketing coordinator markets products and services by developing and implementing campaigns, tracking data, maintaining promotional materials, planning meetings and trade shows, maintaining databases, preparing reports and more. This comprehensive learning path provides the learner with a set of professional skills specific to this important industry role.

Courses in this learning path include:

- Basic Marketing Skills
- Multi-Level Marketing MLM Basics
- Contract Management Skills
- Social Media Business Basics
- Strategic Planning Skills

Certified Marketing Communications Specialist

A marketing communications specialist helps serve as the “voice of the organization” to the outside world, advancing the business’ interests and presenting it in the best possible light. Their duties include writing, developing and designing visuals, and creating presentations. This learning path will help to develop the skills needed to apply for this exciting marketing role.

Courses in this learning path include:

- Basics
- Blog and SEO Skills
- Copywriting Basics
- Promo Video Creation
- Strategic Planning Skills

Certified Customer Service Manager

The Customer Service Manager is responsible for providing a productive and motivating working environment while addressing issues/disputes from customers or clients. This management level learning path helps the learner to build skills specific to this popular industry role.

Courses in this learning path include:

- Customer Service Skills
- Online Customer Support
- Customer Service Management
- High Performance Customer Support Teams
- Virtual Team Building and Remote Management

Certified Procurement Specialist (Purchasing Manager)

Procurement specialists, sometimes referred to as purchasing managers, manage contracts with a company’s vendors to ensure best prices and oversee the ordering of materials a business uses in producing goods. This learning path will help the learner develop the skills needed to apply for this exciting business role.

Courses in this learning path include:

- Introductory Business Accounting
- Proposal Writing and Contract Negotiation Skills
- Supply Chain Management Basics
- Basic LEAN Process and SIX SIGMA Skills
- Contract Management Skills



*OPTIONAL LEARNING PATH UPGRADES

Entry-Role Ready Path adds the Following 5 Soft-Skills Certificate Titles to each Skill-Role Ready Career Path

Office Professionalism Proficiency	Business Ethics Proficiency	Communication Strategies Proficiency	Time Management Skills	Interpersonal Office Skills
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Remote-Role Ready Path adds the Following 5 Remote-Work Preparatory Titles to each Skill-Role Ready Career Path

Remote Workforce Skills	Online Support Skills	Communication Strategies Proficiency	Time Management Skills	Digital Security for Business
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