

# Online Courses

Learn more and register online:  
[yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

Take online classes that fit into your schedule. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time meetings so you can participate whenever works best for you. Most classes are just one month long!

Access the online readings, listen to the audio presentations with slides, quiz yourself, and engage with your instructor and other participants through written online discussion boards.

You can take the courses for completion and recognition (certificates, CEUs, certification, master's degree program) by completing course requirements. Otherwise, you can take courses as non-credit and participate as much or as little as you'd like.

## BUSINESS

Accounting and Finance for Non Financial Managers  
 Cash is King  
 Cyber Security for Managers  
 Entrepreneur Boot Camp  
 Entrepreneurial Marketing  
 Financial Analysis and Planning for Non Financial Managers  
 The Business Plan

## BUSINESS COMMUNICATION

Adobe Photoshop Essentials  
 Conflict Management  
 Effective Copywriting  
 Extraordinary Customer Service  
 Graphic Design for Visual Presentations  
 Infographics  
 Keys to Customer Service  
 Negotiation: Get What You Want  
 Using Personality Profiles for Better Work Performance

## DATA SCIENCE

Advanced Data Analysis  
 Intermediate Data Analysis  
 Introduction to Data Analysis

## HUMAN RESOURCES

Applying Lean Sigma Practices to HR Functions  
 Change Management Skills  
 Mentoring and Coaching in the Workplace Level 1  
 Mentoring and Coaching in the Workplace Level 2  
 Spanish for Medical Professionals  
 Your Workplace Your Employees and the Law

## LEADERSHIP

Developing Your Leadership Skills  
 Developing Your Professional Career  
 Leadership Principles

## MANAGEMENT

Collaborative Management  
 Introduction to Project Management  
 Lean Six Sigma  
 Management Boot Camp  
 Managing Generations in the Workplace  
 Program Evaluation for Nonprofits  
 Project Management Knowledge Areas  
 Project Management Processes  
 Revenue Generation for Nonprofits  
 Stress Management in the Workplace  
 Supervisory and Leadership Certificate

## NEW MEDIA MARKETING

Boosting Your Website Traffic  
 Google Analytics  
 Improving Email Promotions  
 Online Advertising  
 Podcasting  
 Video Marketing  
 YouTube for Business

## PERSONAL DEVELOPMENT

Parents of Boys

## SOCIAL MEDIA FOR BUSINESS

Instagram for Business  
 Ingetrating Social Media into Your Organization  
 Introduction to Social Media  
 Marketing Using Social Media

## TECHNOLOGY SKILLS

Mastering Computer Skills for the Workplace  
 Mastering Microsoft Excel

## TRAINING & EDUCATION

Advanced Teaching Online  
 Designing Online Instruction  
 Fostering Online Discussion

## TRAINING FOR K12 TEACHERS

Gender in the Classroom  
 Generational Learning Styles  
 Students with ASD (Autism Spectrum Disorder)  
 Substitute Teacher Preparation

# Accounting and Finance for Non Financial Managers

Every successful person in the workplace utilizes financial information to aid effective decision making. Accounting and Finance for Non-Financial Managers explain the financial concepts and accounting processes used in most businesses and will provide practical techniques that will increase your effectiveness and career. Get a foundation to understand the seven steps in the accounting cycle and use financial information in decision making. Come away with the knowledge to analyze resource allocation and evaluate financial performance.

## COURSE DATES

2021 | Feb 1 - 26  
2021 | Apr 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS** - Cash is King  
**BUSINESS** - Financial Analysis and Planning for Non Financial Managers

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

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### For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!

**This course is part of the  
*Certificate in Accounting  
and Finance for Non  
Financial Managers* track.**

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# Cash is King

Cash is arguably the most important factor in business success. D&B reports 90% of all small business failures are due to poor cash flow—more money gets paid out than collected. It is the non-financial manager who really makes a difference in the day-to-day cash activities. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success.

## COURSE DATES

2020 | Oct 5 - 30

2021 | Mar 1 - 26

2021 | May 3 - 28

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS** - Accounting and Finance for Non Financial Managers

**BUSINESS** - Financial Analysis and Planning for Non Financial Managers

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# Cyber Security for Managers

Cyber security issues are all around us and reach nearly every part of our business and work, from online banking and education to Facebook and Wi-Fi. Finally, you can get up to date on Cyber Security basics and fundamentals. Designed for non-technical managers, directors and others in the work place, you will find out about threats and vulnerabilities, safeguards, common attacks, viruses, malware and spyware, disaster recover planning, Intrusion Detection/Prevention, basic security architecture, introductory forensics, and cyber terrorism.

At the end of this course, you will have the knowledge needed to practice safer computing and safeguard your business and work information.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

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# Entrepreneur Boot Camp

Starting a business is something that all of us have thought about at one time or another. Everyone wants to be their own boss. Yet statistics show that most businesses fail within the first five years. This course provides insight into the characteristics, knowledge and skills needed to become a successful entrepreneur.

At the end of this course, you will be able to identify the abilities required of successful entrepreneurs and how to acquire them, develop goals to help establish your business, develop an outline for your plan, and take home techniques to successfully manage your new business.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS** - Entrepreneurial Marketing  
**BUSINESS** - The Business Plan

## Classes that fit into YOUR schedule!

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Earn a certificate!  
**This course is part of the  
*Entrepreneurship  
Certificate track.***

# Entrepreneurial Marketing

To succeed in today's marketplace, entrepreneurs must know how to effectively market their product or service. This course offers you a step by step approach to attract and keep customers, all within a realistic budget. With an emphasis on customer-driven marketing decisions, you will learn how to build a strong brand, analyze which tactics to use, and implement your marketing plan. Whether you are starting a business or growing an existing one, you will take away practical marketing tips and tools that you can use to improve your marketing efforts.

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS** - Entrepreneur Boot Camp  
**BUSINESS** - The Business Plan

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**This course is part of the  
*Entrepreneurship  
Certificate* track.**

# Financial Analysis and Planning for Non Financial Managers

With the demands of daily operations, non-financial managers may put financial reports on the shelf. But take a look at some of the most admired companies like Apple, Google, and Berkshire Hathaway. Sure, they are evaluated by their products, innovation, and culture but they wouldn't be in the limelight without profits. Money matters! This course will help you build on your understanding of financial concepts and help you establish your role in the financial success of your organization.

Designed for non-financial managers, business owners, entrepreneurs, and other decision-makers, this advanced course will take the mystery out of money matters. Throughout this course, financial information that drives your organization, as seen on the business's reports, will be assessed and analyzed to understand it. An understanding of this information will help you make smart decisions when it comes to budgeting, setting goals, and assessing performance within your own area of influence.

## COURSE DATES

2020 | Nov 2 - 27

2021 | April 5 - 30

2021 | Jun 7 - Jul 2

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

- BUSINESS** - Accounting and Finance for Non Financial Managers
- BUSINESS** - Cash is King

## Classes that fit into YOUR schedule!

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# The Business Plan

Whether starting a business or growing the one you have, a business plan serves as a roadmap and can help secure needed funding. In this course, you evaluate the many aspects and potential hurdles of the business and build the Business Plan, one step at a time.

This practical, hands-on approach encourages you to immerse yourself in the vision and planning aspects of your business. Focusing on the most critical components of the Business Plan enables you to uncover hidden risks and assess the business from a marketing, management, and financial vantage point.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

- BUSINESS** - Entrepreneur Boot Camp
- BUSINESS** - Entrepreneurial Marketing

## Classes that fit into YOUR schedule!

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Certificate track.**



# Adobe Photoshop Essentials

This fundamental course covers Adobe Photoshop CC most commonly used tools, menus and panels. You'll learn all the basics of Photoshop to effectively work with selection and editing tools, layers, and masks to edit, retouch and enhance existing images or create your own composite digital art work. Impress your business organization, friends and family by enhancing their photos and create magazine cover quality enhanced images. Access to Adobe Photoshop software required.

## COURSE DATES

2020 | Oct 5 - 30

2021 | Mar 1 - 26

2021 | May 3 - 28

## CEUs/ILUs

-

## LENGTH

One Month

## PRICE

\$225.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS COMMUNICATION** - Graphic Design for Visual Presentations  
**BUSINESS COMMUNICATION** - Infographics

## Classes that fit into YOUR schedule!

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Earn a certificate!  
**This course is part of the  
 Certificate in Presentation  
 Media track.**

# Conflict Management

A recent study conducted by the American Management Association (AMA) revealed that the average manager spends more than 20 percent of their day engaged in or reacting to a conflict situation. This study also identified that out of twenty-five management skills, conflict management was the only one positively correlated to higher earnings and promotion.

Discover a workable conflict management model, discuss case studies in conflict management, and then take away successful conflict management strategies to apply in your workplace.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

2.4

## LENGTH

One Month  
(24 hours)

## PRICE

\$245.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS COMMUNICATION** - Using Personality Profiles for Better Work Performance  
**BUSINESS COMMUNICATION** - Negotiation: Get What You Want

## Classes that fit into YOUR schedule!

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Earn a certificate!  
**This course is part of the  
*Certificate in Workplace  
Communication* track.**

# Effective Copywriting

Whether you are sending out a press release, communicating internally with a memo or promoting your own skills on LinkedIn, strong writing skills are the key to success. Come away with the tools and techniques you need to improve your copywriting skills and learn how to avoid the common writing mistakes that can hold you back.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

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# Extraordinary Customer Service

Transform your customer service into something extraordinary. As a result more repeat business will improve your bottom line. Customer service separates you from your competition. Extraordinary customer service comes from focusing on the few essential elements that yield big results. Discover how easy it is to tweak your customer service from the ordinary to the extraordinary. You'll take away a customer service plan that will help you focus on the key elements that will get you started on your pathway to success.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$145.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS COMMUNICATION** - Keys to Customer Service

## Classes that fit into YOUR schedule!

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Earn a certificate!  
This course is part of the  
***Certificate in Customer Service*** track.

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# Graphic Design for Visual Presentations

Make your visual presentations look professional and communicate effectively. Get the latest most advanced techniques on graphic design principles, including page layout, typography and basic design considerations. Take away more skills to create an effective and beautiful visual presentation on any presentation software program that you choose.

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS COMMUNICATION** - Adobe Photoshop Essentials  
**BUSINESS COMMUNICATION** - Infographics

## Classes that fit into YOUR schedule!

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Earn a certificate!

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Certificate in Presentation  
Media track.**

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# Infographics

After taking this course in “Infographics”, students will be exposed to a powerful, concise way to present information. The course begins with a history of Infographics and the types of infographics used in Business, Education and Industry. Students will be exposed to Pinterest and other web-based sources of infographics. The course proceeds to an exposure to various user-friendly infographic creation websites. Students will learn the basics of designing infographics and be able to make their own simple infographic.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS COMMUNICATION** - Graphic Design for Visual Presentations  
**BUSINESS COMMUNICATION** - Adobe Photoshop Essentials

## Classes that fit into YOUR schedule!

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Earn a certificate!  
**This course is part of the  
*Certificate in Presentation  
Media* track.**

# Keys to Customer Service

Learning to build your customer service skills will have a powerful impact on your career success as well as success in other areas of your life. Through this course you will discover the direct relationship between service skills and career achievement. You will become skilled at being an exceptional service provider. You can help your organization and your career by translating your good service intentions into a workable plan and gain knowledge of ways to consistently deliver great service. The payoff is enormous.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$145.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS COMMUNICATION** - Extraordinary Customer Service

## Classes that fit into YOUR schedule!

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Earn a certificate!  
This course is part of the  
***Certificate in Customer  
Service track.***

# Negotiation: Get What You Want

Negotiation is a key skill for success in business and everyday life. Knowing strategies to clarify what you want and how to prioritize needs will ensure you get more of what's essential. Having the skills to help others get what they want will improve relationships and increase your odds of success in the future. Work with a pro to learn how to plan, implement and win in the bargaining process. Save time, grow your business network and gain confidence when dealing with even the shrewdest of deal-makers. Invest in these skills now and reap a lifetime of rewards.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS COMMUNICATION** - Using Personality Profiles for Better Work Performance  
**BUSINESS COMMUNICATION** - Conflict Management

## Classes that fit into YOUR schedule!

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Earn a certificate!  
**This course is part of the  
*Certificate in Workplace  
Communication* track.**



# Using Personality Profiles for Better Work Performance

Understanding yourself and others will increase your overall effectiveness at work, home, and in all of your relationships. Learn how to improve your communication with others, convey your ideas effectively, and improve your ability to understand what is important to those who don't share your same style. Course fee includes your own DiSC Behavioral Personality Profile assessment and review.

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$295.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**BUSINESS COMMUNICATION** - Conflict Management  
**BUSINESS COMMUNICATION** - Negotiation: Get What You Want

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*Certificate in Workplace  
Communication* track.**

# Advanced Data Analysis

After taking this Advanced course in Data Analysis, you will be able to perform inquiries that will be useful to your business or organization and have the skill necessary to communicate these results through graphs and text that your fellow employees will understand. Take the guesswork out of important company decisions and make decisions based on the statistically significant information. Whether your business is home-based or a large company, this class will take you to the next level where important decision-making is concerned.

## COURSE DATES

2020 | Nov 2 - 27

2021 | Apr 5 - 30

2021 | Jun 7 - Jul 2

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**DATA SCIENCE** - Introduction to Data Analysis

**DATA SCIENCE** - Intermediate Data Analysis

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

## For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!

**This course is part of the  
*Certificate in Data Analysis*  
track.**

# Intermediate Data Analysis

Many of your business decisions involve comparing groups for differences. For example, would men and women prefer different product features? In addition, you may look at relationships between variables. Does product recognition relate to subsequent product purchase? This Intermediate Data Analysis course will introduce you to the statistics behind these group differences and relationships. In addition, you'll learn how to work with ratings, graphs and user-friendly reports of statistical results.

## COURSE DATES

2020 | Oct 5 - 30

2021 | Mar 1 - 26

2021 | May 3 - 28

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**DATA SCIENCE** - Introduction to Data Analysis

**DATA SCIENCE** - Advanced Data Analysis

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
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- Engage in written online discussion with your instructor and other participants

Earn a certificate!

**This course is part of the  
*Certificate in Data Analysis*  
track.**

# Introduction to Data Analysis

Data Analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. This course will give you a basic understanding of how to analyze data in a business setting. Businesses look for candidates with an understanding of how to analyze the data they have been collecting; this course will help you start on that journey.

## COURSE DATES

2021 | Feb 1 - 26  
2021 | Apr 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

**DATA SCIENCE** - Intermediate Data Analysis  
**DATA SCIENCE** - Advanced Data Analysis

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!

**This course is part of the  
*Certificate in Data Analysis*  
track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Applying Lean Sigma Practices to HR Functions

Develop the mindset of Lean Operational Excellence, an advanced problem solving approach that facilitates continuous improvement within the organization through the identification and elimination of waste. Lean principles can also be used to streamline processes in the human resource functions such as recruiting, hiring, training, compensating and managing performance. Find out about Lean concepts, tools, and methods with which you can benchmark and assess problems, and lead continuous improvement efforts to resolve them. After taking this course you will have an expanded capacity to facilitate small groups and teams using Lean Process Improvement principles and methodologies to create change within your organization.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$245.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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# Change Management Skills

Strategically applying/utilizing the various disciplines in order to cause organizational change and add value is often referred to as “change management.” Managers and aspiring leaders in the workplace are increasingly being asked to develop the personal skills and attitudes for implementing change as well as a technical understanding of how to apply the tools for change. Learn how to successfully plan, implement, communicate, create employee involvement and commitment, and add value during change.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Mentoring and Coaching in the Workplace Level 1

Mentoring and coaching have come to be used more frequently in organizations to improve leadership competencies and provide employee support. It has benefits for the employer and employee. Develop skills in the development, implementation, and support of coaching and mentoring programs in your workplace. Take home the much-awaited toolkit you have been searching for to improve your employees' performance and create the working environment that your employees will find truly rewarding.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

Part 1 of Two Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

**HUMAN RESOURCES** - Mentoring and Coaching in the Workplace Level 2

## PRICE

\$395.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

### For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!

**This course is part of the  
*Business Coaching  
Certificate track.***

# Mentoring and Coaching in the Workplace Level 2

Building on Coaching and Mentoring in the Workplace Course I, C/M II take a further in-depth look at variables involved in employee support. Additionally, in this course you will develop skills in the development, implementation, and support of coaching and mentoring programs in your workplace. Critical analysis and improvement of your programs alongside group dynamics and innovative strategies will also be examined in terms of coaching and mentoring programs. This course offers the much-awaited toolkit you have been searching for to improve your employees' performance and create the working environment that your employees will find truly rewarding.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

Part 2 of Two Month  
(16 hours)

## PRICE

\$395.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**HUMAN RESOURCES** - Mentoring and Coaching in the Workplace Level 1

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

### For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
**This course is part of the  
*Business Coaching  
Certificate* track.**



# Spanish for Medical Professionals

Are you frustrated by the communication gap that can occur between you and your Spanish-speaking patients? If you answered yes, this Spanish class - designed specifically for healthcare professionals - will help you bridge that gap. You will practice the basic, practical language skills needed to effectively communicate with your Spanish-speaking patients and their families. You will learn the basics of the language, gain an understanding of the culture, and know how to ask the questions crucial to quality healthcare.

Whether you speak some Spanish and need a refresher, or speak no Spanish, you will complete the course with the skills you will need to effectively communicate with your Spanish-speaking patients.

NOTE: Students will also need to order an eBook for under \$15, or the paperback book version (please see book information online).

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

3.2

## LENGTH

One Month  
(32 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$290.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

### For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Your Workplace Your Employees & The Law

Designed for non-lawyers, this course will provide business owners, managers, supervisors, and HR professionals with a roadmap for effectively handling complicated employee-related issues that affect today's legal-prone work environment. Each class contains guidelines, step-by-step compliance instructions, and practical leadership skills, methods, and techniques proven strategies for successfully managing employees and for complying with state and federal workplace laws.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

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- Engage in written online discussion with your instructor and other participants

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Developing Your Leadership Skills

Especially for future and emerging leaders in Gen Y, come discover the key concepts of being a leader and the best strategies for developing your leadership skills and influence. Learn the unspoken secrets that leaders know and the strategies they employ/exhibit in for influencing others. Leadership skills are acquired and learned.

The action takes place in attending meetings, running meetings, interacting with others 1:1, and employing successful techniques to convince and influence others. You can become a leader if you know the do's and don'ts; what to say, what not to say; what to do, what not to do.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

4.8

## LENGTH

One Month  
(48 hours)

## PRICE

\$395.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

- LEADERSHIP** - Leadership Principles
- LEADERSHIP** - Developing Your Professional Career

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

### For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
This course is part of the  
***Certificate in Leadership  
Development track.***

# Developing Your Professional Career

Have you ever wondered how do I get to that next level in my career? What does it take? This course will help you identify those skills that all great leaders possess, while learning new skills that will help take you to the next level. Whether you are leading a department or a organization you will gain the knowledge you need to be successful. Learn how to incorporate a developed image and communication skills that will rocket you to that next level.

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

**LEADERSHIP** - Leadership Principles  
**LEADERSHIP** - Developing Your Leadership Skills

## PRICE

\$145.00

## Classes that fit into YOUR schedule!

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- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
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- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
**This course is part of the  
*Certificate in Leadership  
Development* track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Leadership Principles

Especially for Gen Y (born 1980-1999), the course serves as the first of three in a series addressing the development of Generation Y leadership. Find out what it takes to become an effective leader. Discover your style of leadership. Discuss task completion, building relationships with your subordinates, becoming socially perceptive to changes in the workplace, utilizing your emotions in a positive and effective manner, and addressing challenging goals.

Finally, the course offers the opportunity to perform a case study analysis of workplace conflicts that require effective leadership, allowing you to apply your unique leadership characteristics revealed through completing the class.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$145.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**LEADERSHIP** - Developing Your Leadership Skills

**LEADERSHIP** - Developing Your Professional Career

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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- Engage in written online discussion with your instructor and other participants

Earn a certificate!

**This course is part of the  
*Certificate in Leadership  
Development* track.**

# Collaborative Management

Whether you manage or lead people, collaborative skills are essential to help harness the energy of groups and teams for maximum performance and productivity. Knowledge of collaborative skills will enable you to gain participation quickly, get input and buy-in for building consensus and plan for cooperation to get crucial projects completed. This course will help you explore the principles of collaborative management and gain insight on how to expand your collaborative skills for success of your team or organization.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$245.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**MANAGEMENT** - Management Boot Camp  
**MANAGEMENT** - Managing Generations in the Workplace

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

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- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
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- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
**This course is part of the  
*Management Certificate*  
track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Introduction to Project Management

In today's business environment, there is a need for good project management. Project management provides visibility of project health to the business and the customer. Through continuous monitoring, early detection of variations to plan, schedule, and budget can be communicated to stakeholder for quick resolution, including project cancelation. Project management is one of the fastest paths to promotion by increasing your network through greater exposure. You will have the skills, tools and templates to confidently develop and maintain a project. An overview of salaries, certification costs, education and experience requirements are provided. We hope you will choose Project Management as a career.

## COURSE DATES

2021 | Feb 1 - 26  
2021 | Apr 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

**MANAGEMENT** - Project Management Knowledge Areas  
**MANAGEMENT** - Project Management Processes

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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Earn a certificate!  
**This course is part of the  
*Certificate in Project  
Management* track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Lean Six Sigma

In today's world, Lean is a part of the business environment. Lean Six Sigma attacks inefficiencies, non-value added wastes caused by defects, non value-added flow of information or materials, non-productive time, data storage, stacks of inventory, overproduction and extra processing. With Lean Six Sigma techniques you will have the skills to lead successfully in both service and manufacturing industries. No pre-requisites required!

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$245.00

## Classes that fit into YOUR schedule!

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- Engage in written online discussion with your instructor and other participants

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)



# Management Boot Camp

Enhance your management skills through this program for supervisors, managers, and emerging leaders. Nothing creates success like a solid foundation. Discover the keys for effectively managing your employees. Find out how to create clear expectations, engage and motivate employees, and increase your effectiveness.

Then you will explore the principles of collaborative management and gain insight on how to expand your collaborative skills for success of your team or organization.

Finally, get the keys to manage different generations in your workplace. Discover what motivates each generation at work, what incentives they respond to, and what messages they value.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$295.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**MANAGEMENT** - Managing Generations in the Workplace  
**MANAGEMENT** - Collaborative Management

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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### For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
**This course is part of the  
Management Certificate  
track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Managing Generations in the Workplace

Get an understanding of managing workers in different generations in the workplace. Discover what motivates each generation at work, what incentives they respond to, and what messages they value.

Generations X and Y are significantly different than the Boomer generation. Each generation has different expectations and styles of work in the workplace.

Come explore the characteristics of the different generations in the workplace. Discover the current motivations of Boomers, Gen Xers and Gen Yers and what messages they value.

Then Identify practical, how-to tips and techniques for managing Boomers, Gen Xers, and Gen Yers in the workplace.

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$175.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**MANAGEMENT** - Management Boot Camp  
**MANAGEMENT** - Collaborative Management

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
**This course is part of the  
*Management Certificate*  
track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Program Evaluation for Nonprofits

Non-profits today need to be run like a business in many respects. You have competition, a need to generate income and a surplus, and staff need to be even more productive. Get the best training on revenue generation for nonprofits, and program evaluation for nonprofits, with our Certificate in NonProfit Administration.

You will come away with the latest best information from instructors who train people in nonprofits.

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

**MANAGEMENT** - Revenue Generation for Nonprofits

## PRICE

\$245.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

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- Access the online readings
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- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
This course is part of the  
***Certificate in Non Profit  
Administration track.***

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Project Management Knowledge Areas

In today's business environment, there is a need for good project management. Project management provides visibility of project health to the business and the customer. Through continuous monitoring, early detection of variations to plan, schedule, and budget can be communicated to stakeholders for quick resolution, including project cancelation. The Project Management Professional community does this through the five (5) Project Management Processes supported by the ten (10) Project Management Knowledge Areas. This course introduces the student to the ten (10) Project management Knowledge Areas and their support role and relationships to the five (5) Project Management Processes.

## COURSE DATES

2020 | Nov 2 - 27  
 2021 | Apr 5 - 30  
 2021 | Jun 7 - Jul 2

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**MANAGEMENT** - Introduction to Project Management  
**MANAGEMENT** - Project Management Processes

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

## For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
**This course is part of the  
 Certificate in Project  
 Management track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Project Management Processes

Acquire a well-rounded knowledge of the five Project Management Processes relating to the Project Management Body of Knowledge (PMBOK) Guide. This basic information will assist you in learning the beginnings of Project Management, whether you are interested in project management, in a project management field, or in any line of work. Come away with a solid foundation of the five processes to learn and use when any type of project occurs in your employment arena.

## COURSE DATES

2020 | Oct 5 - 30

2021 | Mar 1 - 26

2021 | May 3 - 28

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**MANAGEMENT** - Introduction to Project Management

**MANAGEMENT** - Project Management Knowledge Areas

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Earn a certificate!

**This course is part of the  
*Certificate in Project  
Management* track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Revenue Generation for Nonprofits

Build revenue streams for your non-profit organization. They are essential not only to keep your doors open but also to expand your services. Discover how to increase revenue from your current activities. Develop strategies for building new ones. Know how to effectively set prices or fees. Understand the 20% that generates 80% of your revenue. These are basic concepts that will yield greater results.

After taking this course you will have the knowledge to improve your revenue generation and generate a better surplus.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

3.2

## LENGTH

Two Month  
(32 hours)

## PRICE

\$495.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**MANAGEMENT** - Program Evaluation for Nonprofits

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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### For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
This course is part of the  
***Certificate in Non Profit  
Administration track.***

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Stress Management in the Workplace

Stress isn't the enemy. It is our perceptions of stress that amp our anxiety and use up all our steam. Events happen every day. How we interpret those events can set the stage for how we feel and how we react to others. Reducing stress is as easy as understanding what stress is, understanding what stress is to you, and using that knowledge to restructure your thoughts. Turn stress into a stepping stone, not a stumbling block!

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$145.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

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# Supervisory & Leadership Certificate

Your employees are your most valuable resources. Ensuring the efficiency of your team is the key to your success and is your most important responsibility. Get practical, easy to understand, and insightful methods for new and even experienced supervisors and managers.

Learn about effective delegation, performance management, and writing performance reviews. Discuss the specifics of the supervisor's role and responsibilities, and strategies for improving your overall effectiveness as a leader.

Take home practical information along with tips and techniques that can be applied at your job immediately.

## COURSE DATES

2021 | Feb 1 - Mar 26  
2021 | Apr 5 - May 28

## CEUs/ILUs

3.2

## LENGTH

One Month  
(32 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*None.*

## PRICE

\$395.00

## Classes that fit into YOUR schedule!

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Earn a certificate!  
**This course is part of the  
Supervisory & Leadership  
Certificate track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)



# Boosting Your Website Traffic

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results.

No experience necessary, but if you are at an advanced level, your instructor is an SEO expert and can answer your toughest questions as well.

## COURSE DATES

2020 | Oct 5 - 30

2021 | Mar 1 - 26

2021 | May 3 - 28

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**NEW MEDIA MARKETING** - Improving Email Promotions

**NEW MEDIA MARKETING** - Online Advertising

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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## For each class unit, you will:

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- Engage in written online discussion with your instructor and other participants

Earn a certificate!

**This course is part of the  
Digital Marketing  
Certificate track.**

# Google Analytics

If you are not reviewing your website statistics, then you are missing several key opportunities to profit from your website traffic. This course, aimed at non-technical users, will take you through all the key techniques and how to use website analytics using the world-standard Google Analytics, a free online tool.

You'll understand your visitor traffic better, learn how to calculate return on investment (ROI) for your online advertising, and find out how to get more conversions and sales from your website visitors. A must for anyone serious about leveraging more success from their website.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

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# Improving Email Promotions

Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the bench marks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing.

Get a basic introduction to email promotions. If you are advanced, your instructor is an email expert and can answer your toughest questions as well.

## COURSE DATES

2021 | Feb 1 - 26  
2021 | Apr 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

**NEW MEDIA MARKETING** - Online Advertising  
**NEW MEDIA MARKETING** - Boosting Your Website Traffic

## PRICE

\$195.00

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- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
**This course is part of the  
Digital Marketing  
Certificate track.**

# Online Advertising

Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach.

No experience necessary, but if you are at an advanced level, your instructor is an online ad expert and can answer your toughest questions as well.

## COURSE DATES

2020 | Nov 2 - 27

2021 | Apr 5 - 30

2021 | Jun 7 - Jul 2

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**NEW MEDIA MARKETING** - Improving Email Promotions  
**NEW MEDIA MARKETING** - Boosting Your Website Traffic

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- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
**This course is part of the  
Digital Marketing  
Certificate track.**

# Podcasting

Businesses are turning to podcasting to grow their brand and connect with customers. People with a niche hobby are turning podcasts into a business. Podcasting is experiencing a rebirth as mobile devices are everywhere. The intimate nature of the audio medium allows potential clients to get to know who you are and determine if you are the kind of company with which they want to do business. Learn how to take your business or hobby and turn it into a podcast. This step-by-step class will take you from start to finish and cover the required elements needed to get your show online. Come to class with your idea and end with your show online for all to hear.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$245.00

## Classes that fit into YOUR schedule!

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# Video Marketing

Sight, sound and motion are much more compelling than static words on a page. Video is very hypnotic and it quickly speeds up the “know, like and trust,” factor with your audience. In this course you will discover how to use simple online video to quickly bond with your viewer, drive traffic to your website, boost business and build brand awareness.

Find out how to shoot simple, effective videos without costly fancy equipment or savvy technical skills. Discover the secrets to creating content that commands attention. Learn how to dominate Google and YouTube with your video and to strategically use YouTube to market your business 24/7 – even while you sleep.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$245.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**NEW MEDIA MARKETING** - YouTube for Business

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

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### For each class unit, you will:

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- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

Earn a certificate!

**This course is part of the  
Mastering Video Marketing  
Certificate track.**

# YouTube for Business

Increase your business with YouTube, the online video site and now the second largest search engine. Discover the power of video for your organization, and how to use video as a marketing tool to reach and serve more people.

Find out what types of video work best on YouTube, how other business organizations are using YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features.

YouTube can enhance your current marketing and communication strategy. After attending this course you will take back proven strategies and techniques for making YouTube work successfully for your organization.

YouTube, as the second largest search engine can no longer be ignored by businesses and organizations. YouTube reaches a broad age and gender demographic and is the largest video search/discovery destination with over 35 hours of video being uploaded every minute. YouTube is now accessible from nearly every top mobile device as well as from your TV.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$245.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**NEW MEDIA MARKETING** - Video Marketing

## Classes that fit into YOUR schedule!

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Earn a certificate!

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Mastering Video Marketing  
Certificate track.**

# For Parents of Boys

Boys learn differently than girls, get worse grades than girls, and face certain challenges in school. Find out how you can help your son succeed more in school. Discover why males do 30% less school work than females, fidget more, like new and hard challenges, and more.

Then take home 9 tips for helping your boy learn and succeed more in school. You'll also find out something new about how you learn. Anyone interested is welcome to attend. eBook included.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$95.00

## Classes that fit into YOUR schedule!

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# 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. Learn how to make hashtags work for you, how to make and keep your followers happy and how a small input can cause exponential growth. We'll also explore Do's and Don'ts of Instagram to get you on the fast track to success. Make the most of Instagram and lead your business to unending exposure. An android or iOS device is needed to take full advantage of the exercises in this class.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$195.00

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- Engage in written online discussion with your instructor and other participants

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# Integrating Social Media in Your Organization

Take away a practical strategy and techniques for implementing a social strategy for your organization or business. Learn the top five considerations when starting a social network as well as tips to manage an online community. Discover how to create your own private social network using the Ning platform. Discuss the top tools to use to manage your social media life and build integration into your website. See how Google Docs and Calendars work and how to use online video to further your business goals. Hear about mobile check-in applications and how companies are using coupon and deal sites. Get your company listed properly on local search engines so more customers can find you. Discuss how web design has changed and get feedback on your website while discovering usability testing and user interface design. Finally, learn how to manage this influx of information created by the new media revolution. Develop a manageable workflow and get productivity tips to be more efficient.

Learn what you might be doing wrong in social media as well as essential policies to have in place for your employees and company. See what trends are on the horizon and where your goals fit with those new trends.

## COURSE DATES

2020 | Nov 2 - 27

2021 | Apr 5 - 30

2021 | Jun 7 - Jul 2

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**SOCIAL MEDIA FOR BUSINESS** - Introduction to Social Media

**SOCIAL MEDIA FOR BUSINESS** - Marketing Using Social Media

## Classes that fit into YOUR schedule!

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- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
This course is part of the  
**Social Media for Business  
Certificate track.**

# Introduction to Social Media

Get involved in the move from in-person to online communication. Learn what social media are and their role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization. Look at case studies of what other organizations are doing. Let your instructor guide your exploration of Facebook and YouTube. For anyone interested in social media.

Your instructor is a nationally known speaker, consultant, and trainer on social networks and social media.

## COURSE DATES

2021 | Feb 1 - 26  
2021 | Apr 3 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

**SOCIAL MEDIA FOR BUSINESS** - Marketing Using Social Media  
**SOCIAL MEDIA FOR BUSINESS** - Integrating Social Media in Your Organization

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

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Earn a certificate!  
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Social Media for Business  
Certificate track.**

# Marketing Using Social Media

Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs, and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and kind of organization.

## COURSE DATES

2020 | Oct 5 - 30

2021 | Mar 1 - 26

2021 | May 3 - 28

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

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\$195.00

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**SOCIAL MEDIA FOR BUSINESS** - Introduction to Social Media

**SOCIAL MEDIA FOR BUSINESS** - Integrating Social Media in Your Organization

## Classes that fit into YOUR schedule!

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Social Media for Business  
Certificate track.**

Register online at [yougotclass.org/index.cfm/Johnston](http://yougotclass.org/index.cfm/Johnston)

# Mastering Computer Skills for the Workplace

Must-have skills to succeed in the workplace include the ability to create, edit and manage presentations in MS PowerPoint, documents in MS Word, email and calendars in MS Outlook, and spreadsheets in MS Excel. Microsoft Office Suite of applications is the most used software tool in the world. Stay current with this class, as it is always up-to-date and will change as the features of MS Office change over time. Master the most common uses so that you can work faster and more efficiently and can take your computer skills from plain and drab to exciting and engaging. You will leave class with a set of skills that are a workplace requirement in today's fast paced ever-changing environment and will enable your future career success.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

## PRICE

\$195.00

## Classes that fit into YOUR schedule!

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week. There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night. Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

## For each class unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

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# Mastering Microsoft Excel

A must-have skill to succeed in business, whether an entrepreneur or a valued employee, is the ability to create, edit and manage spreadsheets. Microsoft Excel is the most used spreadsheet tool in the world. Stay current with this class, as it is always up-to-date and will change as the features of Excel change over time. Examine the life of an Excel worksheet and workbook, from creation to presentation. Learn how an Excel worksheet is constructed, populated with content, and edited for delivery. Master the options that can take your Excel worksheet from plain, drab numbers to exciting and engaging multimedia. You will leave class with a set of skills that are in high demand and will be a deciding factor in your future success.

## COURSE DATES

2021 | Feb 1 - 26

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

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# Advanced Teaching Online

In the 21st century, half of all learning will be online. The opportunities are tremendous for teaching online. Discover how to plan, develop and teach an online course. Take home a ten step model for developing your online course. Experience one of the most advanced online classrooms for teachers. Learn how to create online audio lectures with slide shows. Plus, find out how self quizzes enhance learning.

See an animation, drop-and-drop exercise, and dynamite welcome pages. Engage in online discussion with other teachers. An instructor's book, *Advanced Teaching Online*, is included.

## COURSE DATES

\*coming soon\*

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

**TRAINING & EDUCATION** - Designing Online Instruction  
**TRAINING & EDUCATION** - Fostering Online Discussion

## PRICE

\$195.00

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- Engage in written online discussion with your instructor and other participants

Earn a certificate!  
**This course is part of the  
*Certificate in Online  
Teaching track.***

# Designing Online Instruction

Learn about the online instructional environment, envisioning your online course, developing a web course, phases of design and development, design guidelines, and more.

Discover the principles behind the adoption of technology innovation and the nature of the online learning environment. Then get tips for planning your online course, identifying resources and design guidelines.

Discuss the phases of design and development and models, motivating student-student interaction, and managing interaction. Get the latest information on copyright issues, assessment and evaluation.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

**TRAINING & EDUCATION** - Advanced Teaching Online

**TRAINING & EDUCATION** - Fostering Online Discussion

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# Fostering Online Discussion

Being engaged with your online learners throughout the course is one of the three biggest weaknesses of online teachers. It is also one of the three biggest ways to take your online course to the next level, making it a superior learning experience for your learners.

Come experience how to do it from the creator of the concept and practice of 'continual engagement' in teaching. Discover how to build student success through your interaction, how to give online learners feedback, communicating with them about everything from subject matter to delicate issues to grading.

You will come away with advanced, practical, how-to tips from one of the foremost authorities on fostering online discussion. And you will see how your instructor models great interaction and engagement in the online environment.

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$195.00

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**TRAINING & EDUCATION** - Advanced Teaching Online

**TRAINING & EDUCATION** - Designing Online Instruction

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Earn a certificate!

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Certificate in Online  
Teaching track.**

# Gender in the Classroom

Discover why girls waste 30% of their study time, why boys get worse grades than girls, why boys do less homework than girls, and the 5 learning habits girls get in school that hurts them in the workplace.

Your female students learn differently than your male students. Discover how girls learn. Take away 10 top tips for helping girls learn more, and the 5 tips to help girls succeed more. Then discover how boys learn. Take away 10 top tips for helping boys learn more, and the 5 tips to help boys succeed more. Get info about research not available anywhere else.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## PRICE

\$145.00

## ADDITIONAL COURSES TO EARN CERTIFICATE

*Not part of a certificate track.*

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# Generational Learning Styles

Regardless of your age, it is always helpful to increase your understanding of how your current students learn and what your future students might need because students learn in a variety of ways. This course will focus on the influence of generational characteristics on learning styles. Your students learn differently than you do. Come find out how to help your students learn more and discover something new about yourself too!

We will explore fascinating information on the brain and how each generation has responded to their unique “cohort experience.” You will acquire the skills and information needed to facilitate Gen Y and the emerging generation of learners. Understand how your own generational characteristics impact your learning AND your teaching.

Come away with our top 20 generational techniques for helping your students learn more.

## COURSE DATES

2020 | Nov 2 - 27

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

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## PRICE

\$145.00

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# Students with ASD (Autism Spectrum Disorder)

Today, every school in America has students who have been diagnosed with ASD (Autism Spectrum Disorder)—a neurological disorder on the autism spectrum. The effects of this disorder vary widely, but it is important for every teacher to understand how to recognize behaviors that may indicate ASD. In this course, you take away strategies for working effectively with ASD students. And you will find out how to work effectively with parents to create the most positive learning environments for children and teens with this disorder.

The course is geared for K-12 teachers, but it is also relevant for counselors, faculty in higher education, parents and anyone else interested in understanding this important issue.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

## ADDITIONAL COURSES TO EARN CERTIFICATE

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## PRICE

\$145.00

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# Substitute Teacher Preparation

To be a substitute today it takes student respect, skills and a portfolio of ideas and workable presentations. You may get the first call but the successful substitute gets the second and third call to report.

Understand what is expected of a substitute and how to maximize your value to a school. Find out about how to develop a sub notebook, understand classroom management, the latest techniques in developing lesson plans, how to use your own portfolio to assist in teaching, and much more.

With information applicable to any U.S. state, this course will provide you with the information you need to know to be successful at any level in any school. It will start you on the teaching path with a working knowledge and a portfolio of ideas to use the day you walk in to a new teaching environment. It will also assist you in finding important information to make you a valuable asset to any school system.

## COURSE DATES

2020 | Oct 5 - 30

## CEUs/ILUs

1.6

## LENGTH

One Month  
(16 hours)

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