



Google Digital Marketing

&

E-commerce Professional Certificate

This is your path to a career in digital marketing. In this program, you'll learn in-demand skills that can have you job-ready in less than 6 months. Set and maintain flexible deadlines. **No degree or experience required.**

Through a mix of videos, assessments, and hands-on activities, you'll learn how to use popular tools and platforms required for an entry-level job. **Learn concrete skills that top employers are hiring for right now.**

6 Months at suggested pace of 10 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

Prepare for a new career in the high-growth fields of digital marketing and e-commerce, in under six months, **no experience or degree required.** Businesses need digital marketing and e-commerce talent more than ever before; 86% of business leaders report that digital commerce will be the most important route to growth. There are 218,000 U.S. job openings in this growing field, with a median entry-level salary of **\$51,000.**

Throughout this program, you will gain in-demand skills that prepare you for an entry-level job and learn how to use tools and platforms like **Canva, Constant Contact, Google Ads, Google Analytics, Hootsuite, HubSpot, Mailchimp, Shopify, and Twitter.** You will learn from subject-matter experts at Google and have a chance to build your own portfolio with projects like customer personas and social media calendars to show to potential employers.

WHAT YOU WILL LEARN

- Learn the fundamentals of digital marketing and e-commerce to gain the skills needed to land an entry-level job
- Attract and engage customers through digital marketing channels like search and email
- Measure marketing performance through analytics and present insights
- Build e-commerce stores, analyze online performance, and grow customer loyalty

IBM Technical Support Professional Certificate



Launch your rewarding new career in tech. This program will prepare you with job-ready skills valued by employers in as little as 3 months. Set and maintain flexible deadlines. **No degree or prior experience required.**

7 Months at suggested pace of 2 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

Get ready for a rewarding career in Information Technology (IT) - no experience or degree is required to get started. With over 400,000 US job openings and an average entry-level salary of **\$52,000**. Computer Support Specialists are in **high demand** with opportunities for career advancement. This Professional Certificate program from IBM was built by experts to prepare you for an entry-level job in Technical Support.

When dedicating a few hours per week, **you can complete the program in 3 to 6 months** and develop job-ready skills employers look for. Whether you are just starting out your career or changing jobs, this program enables you to develop a **strong foundation in IT fundamentals**, networking, cybersecurity, and cloud computing, which are also required skills for many other technology jobs including Software Engineer, Data Analyst and Data Scientist.

When you successfully complete the program you'll **receive dual credentials, a Professional Certificate** to showcase your job readiness to potential employers, as well as an **IBM Digital Badge** that will help your profile stand out. You will also gain **access to career and job placement resources** upon completion, which will guide you with developing your resume, promoting your new skills, and help you in your job search.

WHAT YOU WILL LEARN

- Develop key knowledge and up-to-date skills for a rewarding career in IT and Technical Support
- Learn in-demand hardware and software skills that help users select, install, and configure their devices, operating systems, and applications
- Build essential computer networking, cybersecurity, and cloud computing skills that IT Support and Helpdesk specialists need to be successful
- Practice customer service and troubleshooting skills through hands-on labs, demos and interactive exercises to become job-ready



Intuit Bookkeeping Professional Certificate

Launch your career in bookkeeping. Gain the professional skills you need to succeed in the bookkeeping field. Set and maintain flexible deadlines.

No degree or prior experience needed to get started.

4 Months at suggested pace of 4 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

Whether you are starting out or looking for a career change, the Intuit Bookkeeping Professional Certificate prepares you for a variety of jobs in public accounting, private industry, government, and non-profit organizations, and for the Intuit Certified Bookkeeping Professional exam. If you are detail-oriented and passionate about solving clients' problems, this program is for you. You'll gain a foundational understanding of accounting principles and an introduction to QuickBooks Online through hands-on practice working with real-world accounting scenarios. Upon completion, you'll be ready to take the **Intuit Certified Bookkeeping Professional exam**. With this certification, you will be qualified to **apply for a position as a bookkeeper at Intuit QuickBooks Live or anywhere in the field**. To learn more, visit <https://home.pearsonvue.com/intuit>.

You will need access to spreadsheet software (Excel, Google Sheets, Numbers, or the equivalent) for some activities in this course. No previous accounting or bookkeeping experience necessary.

WHAT YOU WILL LEARN

- Build a foundation of basic bookkeeping concepts and accounting measurement.
- Learn how to work through the various phases of the accounting cycle to produce key financial statements.
- Practice interpreting and analyzing financial statements to make key business decisions.
- Define accounting and the concepts of accounting measurement.

Applied Learning Project

In this Professional Certificate, you will dive deep into realistic customer scenarios to apply your knowledge of bookkeeping and accounting. You'll get to review and reconcile accounts, record business transactions, and balance books to produce key financial statements for a variety of business types.



Google IT Automation with Python Professional Certificate

Learn in-demand skills like Python, Git, and IT automation to advance your career. This beginner-level, six-course certificate is designed to provide IT professionals with in-demand skills- including Python, Git, and IT automation- that can help you advance your career. Set and maintain flexible deadlines. **No degree or prior experience needed to get started.**

6 months at suggested pace of 5 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

Knowing how to write code to solve problems and automate solutions is a crucial skill for anybody in IT. Python, in particular, is now the **most in-demand programming language by employers**. This program builds on your IT foundations to help you take your career to the next level. It's designed to teach you how to program with Python and how to use Python to automate common system administration tasks. You'll also learn to use Git and GitHub, troubleshoot, and debug complex problems, and apply automation at scale by using configuration management and the Cloud.

This certificate can be completed in about 6 months and is designed to prepare you for a variety of roles in IT, like more advanced IT Support Specialist or Junior Systems Administrator positions. Upon completion, **you can share your information with potential employers, like Walmart, Sprint, Hulu, Bank of America, Google (of course!), and more.** We recommend that you have Python installed on your machine. For some courses, you'll need a computer where you can install Git or ask your administrator to install it for you.

WHAT YOU WILL LEARN

- Automate tasks by writing Python scripts and Use Git and GitHub for version control
- Manage IT resources at scale, both for physical machines and virtual machines in the cloud
- Analyze real-world IT problems and implement appropriate strategies to solve problems

Applied Learning Project

Learn how to program with Python with no previous knowledge of coding required and you'll use Python to automate common system administration tasks; to use Git and GitHub, to troubleshoot and debug complex problems; apply automation at scale by using configuration management and the Cloud; practice your technical skills with hands-on projects including a capstone project where you'll use your new knowledge to solve a real-world IT problem.



DeepLearning.AI TensorFlow Developer Professional Certificate

The DeepLearning.AI TensorFlow Developer Professional Certificate program teaches you applied machine learning skills with TensorFlow so you can build and train powerful models. Set and maintain flexible deadlines. **Some related experience required.**

4 months at suggested pace of 5 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

TensorFlow is one of the most in-demand and popular open-source deep learning frameworks available today. In this hands-on, four-course Professional Certificate program, you'll learn the necessary tools to build scalable AI-powered applications with TensorFlow. After finishing this program, you'll be able to apply your new TensorFlow skills to a wide range of problems and projects. This program can help you prepare for the **Google TensorFlow Certificate exam** and bring you one step closer to achieving the Google TensorFlow Certificate.

WHAT YOU WILL LEARN

- Best practices for TensorFlow, a popular open-source machine learning framework to train a neural network for a computer vision application.
- Handle real-world image data and explore strategies to prevent overfitting, including augmentation and dropout.
- Build natural language processing systems using TensorFlow.
- Apply RNNs, GRUs, and LSTMs as you train them using text repositories.

Applied Learning Project

In the DeepLearning.AI TensorFlow Developer Professional Certificate program, you'll get hands-on experience through 16 Python programming assignments. By the end of this program, you'll be ready to:

- Build and train neural networks using TensorFlow
- Improve your network's performance using convolutions as you train it to identify real-world images
- Teach machines to understand, analyze, and respond to human speech with natural language processing systems
- Process text, represent sentences as vectors, and train a model to create original poetry!



Google Professional Workspace Administrator Professional Certificate

This specialization has been developed to help **administrators master the foundations of establishing and managing Google Workspace** for their organization. Set and maintain flexible deadlines. **No degree or prior experience required.**

2 months at suggested pace of 5 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

You will set up a new Google Workspace account and explore provisioning options. You will learn how to manage users and become familiar with organizational structures and Google Workspace core services. You will learn how to configure these services to meet your own organizational needs. You will be introduced to the best practices to protect your users and data. You will examine user and application security and **become familiar with the Single Sign On options** available. You will be able to use the tools provided to identify security events and mitigate problems that may arise. You will **configure email compliance and implement measures to protect your organization from spam, spoofing, phishing, and malware attacks**. You will also become familiar with **mail routing options** available. Finally, you will learn the best practices for deploying Google Workspace for your organization.

WHAT YOU WILL LEARN

- Setup a Google Workspace account and access and navigate the admin console.
- Describe the key properties of the Google directory, and explain how an organizational structure can be used to simplify user and service management
- Provision users, groups, and calendar resources in Google Workspace, and undertake common user management tasks.
- Describe the types of admin roles available in Google Workspace.

Applied Learning Project

Learners will create a Google Workspace account and through a series of exercises will build an organizational structure and add users to the account; become familiar with the admin console and the features offered to them as the Google Workspace administrator; configure groups, and calendar resources; and understand how to implement core services such as Gmail and Calendar for different parts of the organization. They will also apply Google's security best practices and become familiar with email management and compliance.



Meta Social Media Marketing Professional Certificate

Launch your career in social media marketing. Build job-ready skills and credentials to go from beginner to job ready in about 5 months. Set and maintain flexible deadlines. **No degree or prior experience required.**

6 months at suggested pace of 6-10 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

Whether you've been tinkering with social media platforms for your business already or are completely new to the **field of digital marketing**, you've come to the right place. This six-course program, developed by digital marketing experts at Aptly together with Meta marketers, includes an industry-relevant curriculum designed to prepare you for an **entry-level role in social media marketing**. After an introduction to digital marketing and major social media platforms, you'll learn to **establish an online presence, create posts, build a following, and manage your social media accounts**. You'll develop skills in creating and managing advertising campaigns in social media and learn to evaluate the results of your marketing efforts. Upon successful completion of the program, you'll earn the Meta Digital Marketing Associate Certification, proving your skills in social media marketing and in the use of Meta Ads Manager.

Once you earn your Meta Certification, you'll get exclusive access to the new Meta Career Programs Job Board—a job search platform that connects Meta Certified professionals with 200+ top employers who have committed to sourcing talent through its certification programs. We'll provide you with the link once you've completed all the courses and passed the exam.

The Professional Certificate is now ACE® recommended.

WHAT YOU WILL LEARN

- Create and analyze an effective advertising campaign for your target audience
- Create a creative brief that includes the assets for your paid ad
- Create, edit, and troubleshoot ads in Meta Ads Manager
- Establish and manage a social media presence

Applied Learning Project

From establishing your business goals and brand to creating and evaluating an ad campaign in Meta Ads Manager, you'll work directly within social media platforms to create engaging and relevant content, discover the ins and outs of each social media platform, practice analyzing metrics, and more. Your results will include a portfolio you can share with a future employer or use at your own business.



Meta Marketing Analytics Professional Certificate

Launch your career in marketing analytics. Build in-demand skills and gain credentials to go from beginner to job-ready in 5 months or less. Set and maintain flexible deadlines. **No degree or prior experience needed to get started.**

6 months at suggested pace of 4-5 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

This six-course program is designed for anyone looking to **gain in-demand technical skills to kickstart a career** as a marketing analyst or better analyze their business. Developed by marketing analytics experts at Aptly together with Meta marketers, the industry-relevant curriculum is **designed to prepare you for jobs** that include Marketing Analyst, Marketing Researcher, and more. You'll learn basic marketing principles, **how data informs marketing decisions**, and how you can apply the OSEMN data analysis framework to approach common analytics questions. You'll learn how to use essential tools like Python and SQL to gather, connect, and analyze relevant data. Plus, common statistical methods used to segment audiences, evaluate campaign results, optimize the marketing mix, and evaluate sales funnels.

Along the way, you'll learn to visualize data using Tableau and how to use Meta Ads Manager to create campaigns, evaluate results, and run experiments to optimize your campaigns. You'll also get to **practice your new skills through hands-on, industry-relevant projects**. The final course prepares you for the Meta Marketing Science Certification exam. **Upon successful completion of the program, you'll earn, the Meta Marketing Science Certification. You'll also get exclusive access to the Meta Career Programs Job Board**—a job search platform with 200+ top employers looking to hire skilled and certified talent.

WHAT YOU WILL LEARN

- Collect, sort, evaluate, and visualize marketing data
- Summarize and analyze data using marketing analytics methods
- Design experiments and test hypotheses to evaluate advertising effectiveness
- Use Meta Ads Manager to test ad effectiveness and evaluate the results

Applied Learning Project

Our projects offer an opportunity to apply marketing data analysis practically, such as:

- Identifying data sources
- Using Python to sort data
- Using Tableau to visualize results
- Evaluating advertising effectiveness
- Optimizing the sales funnel
- Optimizing marketing campaigns using Meta Ads Manager

Your results could be added to a portfolio to share with a future employer or use at your own business.



Google Project Management: Professional Certificate

Start your path to a career in project management. In this program, you'll learn in-demand skills that will have you job-ready in less than six months. No degree or experience is required. Set and maintain flexible deadlines. **No degree or prior experience needed to get started.**

6 months at suggested pace of 10 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

Prepare for a new career in the high-growth field of project management, no experience or degree required. Get professional training designed by Google and get on the fast track to a competitively paid job. **There are 479,000 U.S. job openings in project management with a \$73,000 median entry-level salary.** Project managers are natural problem-solvers. They set the plan and guide teammates, and manage changes, risks, and stakeholders.

Gain in-demand skills that will prepare you for an entry-level job. Learn from Google employees whose foundations in project management served as launchpads for their own careers. Upon completion, you can **directly apply for jobs with Google and over 150 U.S. employers, including Walmart, Best Buy, and Astreya.** This program qualifies you for **over 100 hours of project management education**, which helps prepare you for Project Management Institute Certifications like the globally recognized Certified Associate in Project Management (CAPM)[®]. **75% of Google Career Certificate Graduates in the United States report an improvement in their career trajectory (e.g., new job or career, promotion or raise) within 6 months of certificate completion.**

WHAT YOU WILL LEARN

- Gain an immersive understanding of the practices and skills needed to succeed in an entry-level project management role
- Learn how to create effective project documentation and artifacts throughout the various phases of a project
- Learn the foundations of Agile project management, with a focus on implementing Scrum events, building Scrum artifacts, and understanding Scrum roles
- Practice strategic communication, problem-solving, and stakeholder management through real-world scenarios

Applied Learning Project

This program includes over 140 hours of instruction and hundreds of practice-based assessments which will help you simulate real-world project management scenarios that are critical for success in the workplace. The content is highly interactive and exclusively developed by Google employees with decades of experience in program and project management.

IBM Data Science Professional Certificate



Kickstart your career in data science & ML. Build data science skills, learn Python & SQL, analyze & visualize data, build machine learning models. Set and maintain flexible deadlines. **No degree or prior experience needed to get started.**

3 Months at suggested pace of 12 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

This Professional Certificate from IBM will help anyone interested in pursuing a career in data science or machine learning develop career-relevant skills and experience. It's a myth that to become a data scientist you need a Ph.D. Anyone with a passion for learning can take this Professional Certificate – **no prior knowledge of computer science or programming languages required** – and develop the skills, tools, and portfolio to have a competitive edge in the job market as an entry level data scientist.

The program consists of 9 online courses that will provide you with the latest job-ready tools and skills, including open-source tools and libraries, Python, databases, SQL, data visualization, data analysis, statistical analysis, predictive modeling, and machine learning algorithms. You'll learn data science through hands-on practice in the IBM Cloud using real data science tools and real-world data sets. Upon successfully completing these courses, you will have built a portfolio of data science projects to provide you with the confidence to plunge into an exciting profession in data science. **In addition to earning a You'll also receive a digital badge from IBM recognizing your proficiency in data science.**

WHAT YOU WILL LEARN

- Learn what data science is, the various activities of a data scientist's job, and methodology to think and work like a data scientist
- Develop hands-on skills using the tools, languages, and libraries used by professional data scientists
- Import and clean data sets, analyze and visualize data, and build and evaluate machine learning models and pipelines using Python
- Apply various data science skills, techniques, and tools to complete a project and publish a report

Applied Learning Project

Except for the first course, all other courses include a series of hands-on labs in the IBM Cloud that will give you practical skills with applicability to real jobs, including:

- Tools: Jupyter / JupyterLab, GitHub, R Studio, and Watson Studio
- Libraries: Pandas, NumPy, Matplotlib, Seaborn, Folium, ipython-sql, Scikit-learn, Scipy, etc.
- Projects: random album generator, predict housing prices, best classifier model, Predicting successful rocket landing, dashboard, and interactive map

IBM Data Analyst Professional Certificate



Unlock your potential in data analytics. Build job-ready skills for an in-demand career as a data analyst. **No degree or prior experience needed to get started.**

3 Months at suggested pace of 10 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

Gain the **job-ready skills** for an entry-level data analyst role through this eight-course Professional Certificate from IBM and **position yourself competitively** in the thriving job market for data analysts, which will see a 20% growth until 2028 (U.S. Bureau of Labor Statistics). Power your data analyst career by learning the core principles of data analysis and gaining **hands-on skills practice**. You'll work with a variety of data sources, project scenarios, and data analysis tools, including Excel, SQL, Python, Jupyter Notebooks, and Cognos Analytics, gaining practical experience with data manipulation and applying analytical techniques. This Professional Certificate does not require any prior programming or statistical skills and is suitable for learners with or without college degrees. All you need to get started is basic computer literacy, high school math, comfort working with numbers, willingness to learn, and a desire to enrich your profile with valuable skills. Upon successful completion of this program, you'll have analyzed real-world datasets, created interactive dashboards, and presented reports to share your findings, **giving you the confidence and the portfolio to begin a career as an associate or junior data analyst.**

WHAT YOU WILL LEARN

- Demonstrate proficiency in using spreadsheets and utilizing Excel to perform a variety of data analysis tasks like data wrangling and data mining
- Create various charts and plots in Excel & work with IBM Cognos Analytics to build dashboards. Visualize data using Python libraries like Matplotlib
- Develop working knowledge of Python language for analyzing data using Python libraries like Pandas and NumPy, and invoke APIs and Web Services
- Describe data ecosystem and Compose queries to access data in cloud databases using SQL and Python from Jupyter notebooks

Applied Learning Project

Throughout the program, you'll complete hands-on projects and labs and gain a firm grasp on the technical skills required to effectively gather, wrangle, mine, and visualize data, as well as soft skills for working with stakeholders and storytelling with data to engage your audience. At the end of the program, you will complete a real-world capstone project specifically designed to showcase your newly learned data analyst skills. All these projects can be combined into a portfolio on GitHub or another service to clearly convey your experience and skills to potential employers.



IBM Data Engineering Professional Certificate

Launch your new career in Data Engineering. Master SQL, RDBMS, ETL, Data Warehousing, NoSQL, Big Data and Spark with hands-on job-ready skills. Set and maintain flexible deadlines. **No degree or prior experience needed to get started.**

7 Months at suggested 3 hours/week

- Build the Skills to Get Job Ready
- Hands-On Projects
- Earn a Career Credential

This **Professional Certificate** is for anyone who wants to develop **job-ready skills, tools, and a portfolio for an entry-level data engineer position**. Throughout the self-paced online courses, you will immerse yourself in the role of a data engineer and acquire the essential skills you need to work with a range of tools and databases to **design, deploy, and manage structured and unstructured data**. You will use the **Python** programming language and Linux/UNIX shell scripts to extract, transform and load (**ETL**) data. You will work with **Relational Databases (RDBMS)** and query data using **SQL** statements. You will use **NoSQL** databases and unstructured data. You will be introduced to **Big Data** and work with Big Data engines like **Hadoop and Spark**. You will gain experience with creating **Data Warehouses** and utilize **Business Intelligence** tools to analyze and extract insights. Each course includes numerous **hands-on labs & projects** to apply the concepts and skills you learn. The program will culminate in a **Capstone Project** where you will bring together all of these skills **to develop and implement an entire data platform** with various data repositories and pipelines to address a real-world inspired data analytics problem. This program does not require any prior data engineering, or programming experience.

WHAT YOU WILL LEARN

- Create, design, and manage relational databases and apply database administration (DBA) concepts to RDBMSes such as MySQL, PostgreSQL, and IBM Db2.
- Develop and execute SQL queries using SELECT, INSERT, UPDATE, DELETE statements, database functions, stored procedures, Nested Queries, and JOINS.
- Demonstrate working knowledge of NoSQL & Big Data using MongoDB, Cassandra, Cloudant, Hadoop, Apache Spark, Spark SQL, Spark ML, Spark Streaming.
- Implement ETL & Data Pipelines with Bash, Airflow & Kafka; architect, populate, deploy Data Warehouses; create BI reports & interactive dashboards.

Applied Learning Project

In the final course in this Professional Certificate, you will complete a Capstone Project that applies what you have learned to a real-world inspired scenario that requires you to design, deploy and manage an end-to-end data engineering platform consisting of various Relational (Transactional Data Warehousing), NoSQL & Big Data repositories as well as data pipelines to connect them.



Complete the course in one week or less

ServSafe 6th Edition Food Handler® Online Course and Assessment is a comprehensive solution that delivers consistent food safety training to individuals. This ensures the same food safety principles are delivered each and every time.

- Sections can be completed in approximately 10 minutes.
- Color photographs from the learners point of view helps reinforce food safety concepts.
- Enhanced assessment can be taken at the completion of training to measure if employees have the minimum competency in food safety knowledge.

Covers five key areas:

- Basic Food Safety
- Personal Hygiene
- Cross-Contamination & Allergens
- Time and Temperature
- Cleaning and Sanitation



Complete this course in 40 to 50 hours

Customer Service & Sales Certification – is perfect for students who are interested in or currently working in a customer facing role, whether in retail or another industry.

Students will master customer service and sales skills, including understanding the customer life cycle, developing effective strategies to engage customers, assessing customer needs and closing sales. They'll also gain crucial workplace skills that include problem-solving, working in teams, reading customer body language and increasing customer satisfaction and retention.

Course delivery is online. The Self-paced lessons allow students to engage with curriculum videos, activities, and knowledge checks.

Students receive a printable completion certificate, digital badge and a credential they can list on their resume. At the end, students are ready for jobs that are in high demand right now.