

MARKETING

Designed for marketing professionals and those wishing to pursue marketing, these courses will teach you the principles of marketing and the technical elements of digital marketing.



People consume marketing through social, print, digital advertising, and promotions.



Marketing is woven into the work of every industry: from small to start-ups to corporate giants.



Marketing builds brand awareness, engages customers, increases sales and grows businesses.

Course List:

- ▶ Digital Marketing (ACE CREDIT®)
- ▶ Content Marketing
- ▶ Google Analytics
- ▶ Marketing Automation

Find a complete list of courses at:

<https://www.nonprofit.courses/nonprofit.courses-select>

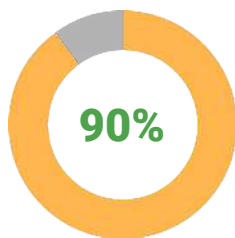
Why Marketing Training?

Marketing skills are in high demand, but some managers are struggling to find talent. Many believe the rate of change has caused a marketing skills gap, making it difficult to find candidates with the technical, creative, and business proficiencies needed to succeed in today's digital marketing world.

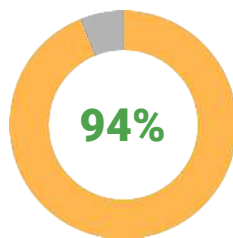
Most jobs based in office settings require a certain amount of marketing understanding. Designed for those looking to gain basic marketing knowledge, to those in marketing positions looking to brush up their skills, our Marketing courses prepare you for success.

Learners agree that our online courses:

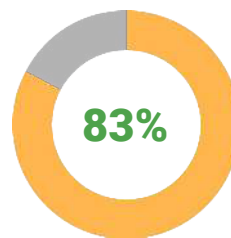
Are Effective



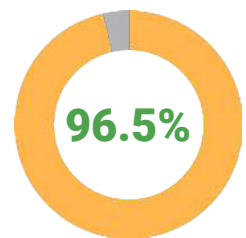
Meet Learning Objectives



Had a positive effect on their career/life



Worth Recommending to a Friend



*Based on 2019-2020 MindEdge Learner Feedback surveys.