

Take Control Of Your Opportunities & Advance Your Skill Set with Marketing and Communication Training Courses

The following courses will be taught remotely using Zoom. You will need to access the Zoom software via your laptop or tablet. Your device must have speakers, a microphone, and reliable internet access. For information about how to join a Zoom meeting as well as a link to join a test meeting, visit **Zoom Support Test Meeting**. For information about system requirements, visit **Zoom Support System-Requirements-for-PC-Mac-and-Linux**. You will be provided a Zoom meeting link in an email before your course starts.

Communicating with Confidence and Clarity

Communication is critical to your success. This course will look at three fundamental skill sets: sending, hearing and connecting---things like asking great questions, demonstrating interest and adapting to other's styles; and, choosing the right words. You will be taught to structure your message in an organized, impactful way helps to avoid any communications breakdown. The course will also cover actionable strategies, processes, and skills to address most business communications with greater confidence.

CE1 283 R1 Saturday, July 25 and August 1, 10:00am-1:00pm

\$90

Communication Skills for Tech Professionals

This course will help the student recognize the differences in communication needs/expectations of technical vs. nontechnical professionals. Covered topics include: understanding the impact of generational characteristics on communication within and outside of technical areas; analyzing your own work situation based on communication needs and expectations; distinguishing communication style preferences to better understand and influence others; identifying the strengths and limitations of your communication style; determining when to use open and closed-ended questions; demonstrating and applying the effective use of informing, directing and criticizing. You will develop an action plan to apply these techniques to individual work situations.

CE1 284 R1 Saturday, July 11 and July 18, 10:00am-1:00pm

\$90

Conducting Effective Meetings

This course will address conducting effective meetings in the workplace as well as remotely. Identify the different types of meetings (including virtual meetings). The sessions will help you determine key best practices to keeping the meetings engaging, focused, and impactful and provide you tools and resources to conduct effective meetings.

CE1 281 R1 Monday, June 22 and June 29, 7:00pm-8:30pm

CE1 281 R2 Monday, July 20 and July 27, 12:00pm-1:30pm

\$45



Marketing in Time of Crisis

What happens when something occurs beyond your organization's control? Does it impact how you sell products, acquire new customers or communicate with existing customers? As we all witnessed with the emergence of COVID-19 and other world events, we will need to rely on new marketing approaches, tracking and fundamentally change our online advertising funnel. This course will focus on how to apply guerilla marketing approaches by utilizing a zero-marketing budget to that of a paid marketing budget in a time of crisis.

CE1 285 R1 Monday, July 6- 27, 6:00pm-8:30pm for 4 sessions

\$150

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(Rev. 5/20)