

# Skill Building During COVID-19

**Free resources to help students continue to build skills during the summer**

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Monday, April 6, 2020

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We know that many jobs, internships, and summer gigs have been postponed or canceled because of COVID-19. That doesn't have to spell the end of your summer career goals and professional development!

The advisers in Career and Professional Success have started to put together a list of free tools and resources you can use to build skills in three hot topic areas, **Digital Marketing**, **Data Management/Analytics/Visualization**, and **Coding**. These courses and modules require a wide variety of outcomes, time commitments, and skills you'll develop, so explore all of the options. We'll be continuing to build on this list and incorporate other topic areas for skills, so [let us know what skills you would want to see added](#).

**PLEASE NOTE:** We've only highlighted tools and platforms that do **NOT** require payment or credit/debit card to access. Some do offer the ability to pay for a certificate at the end of the course, but payment is not required to view the material.

In addition to providing this list of resources, Career and Professional Success has also created a [new FREE online Summer Career Academy](#). In this brand new six-week resource, you'll spend between 30-60 minutes a day building in-demand skills and completing essential career to-dos in line with the [Wildcat Way to Professional Success](#). To see all the details, learn more, and sign up, visit [unh.edu/career/summer-career-academy](http://unh.edu/career/summer-career-academy).

Questions? Connect with us via [email](#), [LinkedIn](#), [Instagram](#), [Facebook](#), or [Twitter](#)! We'll be updating this list and adding additional tools, so make sure to follow our accounts and bookmark [unh.edu/career](http://unh.edu/career).

## Digital Marketing

PROVIDER	RECOMMENDED COURSE TITLES	DURATION (If available)	Highlights
<a href="#">Google Digital Garage</a>	<a href="#">Fundamentals of Digital Marketing</a>	<ul style="list-style-type: none"> <li>• 40H</li> <li>• 26 modules</li> </ul>	<ul style="list-style-type: none"> <li>• Master the basics of digital marketing</li> <li>• Certification included</li> <li>• Course accredited by the Interactive Advertising Bureau Europe and The Open University</li> </ul>
<a href="#">Hootsuite Academy</a>	<a href="#">Hootsuite Platform Training</a>	<ul style="list-style-type: none"> <li>• 2H 30M</li> </ul>	<ul style="list-style-type: none"> <li>• Boost social media efforts</li> <li>• Learn to use core Hootsuite products their full potential</li> <li>• You have to pay extra (\$99) for the corresponding Hootsuite Platform certification</li> </ul>
<a href="#">HubSpot Academy</a>	<a href="#">Content Marketing</a>	<ul style="list-style-type: none"> <li>• 6H 12M</li> <li>• 14 modules</li> </ul>	<ul style="list-style-type: none"> <li>• Learn a content creation framework for producing effective content on a consistent basis</li> <li>• Create and repurpose content that both humans and search engines will love</li> <li>• Certification included</li> </ul>

	Inbound	<ul style="list-style-type: none"> <li>• 1H 54M</li> <li>• 7 modules</li> </ul>	<ul style="list-style-type: none"> <li>• Explore the foundations of inbound</li> <li>• Certification included</li> </ul>
	Search Engine Optimization (SEO)	<ul style="list-style-type: none"> <li>• 1H 35M</li> <li>• 5 modules</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate and improve your website's SEO</li> <li>• Certification included</li> </ul>
	Social Media	<ul style="list-style-type: none"> <li>• 4H 24M</li> <li>• 10 modules</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an engaging and effective social media strategy for your business</li> <li>• Certification included</li> </ul>
EDx	Introduction to Project Management	<ul style="list-style-type: none"> <li>• 6 weeks</li> <li>• 2-3 hours per week</li> </ul>	<ul style="list-style-type: none"> <li>• Course is free but \$199 for a verified certificate (not required)</li> </ul>
Alison.com	Introduction to Modern Project Management Theory and Practice	<ul style="list-style-type: none"> <li>• 2-3 hours</li> </ul>	<ul style="list-style-type: none"> <li>• Optional Digital certificate for purchase upon completion (\$25)</li> </ul>
Sophia Online	Project Management	<ul style="list-style-type: none"> <li>• Self-paced</li> </ul>	<ul style="list-style-type: none"> <li>• Free registration offer through July 31</li> <li>• Must complete within 60 days of enrollment</li> </ul>

## Data Management, Analytics & Visualization

PROVIDER	RECOMMENDED COURSE TITLES	DURATION (If Available)	HIGHLIGHTS
Office 365 Training Center	Excel for Windows	<ul style="list-style-type: none"> <li>• Self-Paced</li> </ul>	<ul style="list-style-type: none"> <li>• Various modules ranging from basic functions to more advanced features</li> </ul>
HubSpot Academy	Inbound Sales Content Marketing Measuring the Growth of your Contacts Database Set up your HubSpot CRM for Growth	<ul style="list-style-type: none"> <li>• Depends on the course</li> </ul>	<ul style="list-style-type: none"> <li>• Mostly concise, user-friendly, wide variety of subject matters</li> <li>• Some courses are quick tutorials, not all of them offer a comprehensive overview of subject matters</li> </ul>
edX	Introduction to Management	<ul style="list-style-type: none"> <li>• 6 weeks</li> </ul>	<ul style="list-style-type: none"> <li>• Become familiar with the major trends in MIS and MIS infrastructures (Cloud, B...</li> </ul>

	<a href="#">Information Systems (MIS): A Survival Guide</a>	<ul style="list-style-type: none"> <li>• 3-4 hours per week</li> </ul>	Data, ERPs, outsourcing) and how these evolutions will affect workplaces and business strategies
MANTRA	<a href="#">Research Data Management Training</a>	<ul style="list-style-type: none"> <li>• Self-paced</li> <li>• 8 units</li> <li>• 1 hour of work per unit</li> </ul>	<ul style="list-style-type: none"> <li>• Guidelines to help you understand and reflect on how to manage the digital data you collect throughout your research</li> <li>• Has been crafted for the use of postgraduate students, early career researchers, and a information professionals</li> <li>• A certificate is available, but the certification is not free</li> </ul>
Google Analytics Academy	<a href="#">Google Analytics for Beginners</a> <a href="#">Advanced Google Analytics</a>	<ul style="list-style-type: none"> <li>• 4-6 hours to complete each course</li> </ul>	<ul style="list-style-type: none"> <li>• You can use Analytics Academy to prep for the Analytics Individual Qualification (IQ) exam—an industry-recognized qualification</li> </ul>
Tableau	<a href="#">Getting Started Visual Analytics</a> <a href="#">Collaborate with Tableau Online</a>	<ul style="list-style-type: none"> <li>• Modules vary</li> <li>• 20 minutes to 2 hours</li> </ul>	<ul style="list-style-type: none"> <li>• Learn how to prepare, analyze, and share your data with Tableau</li> <li>• Modules can be completed independent of one another so you have the ability to choose what makes the most sense for you</li> </ul>

## Coding

PROVIDER	RECOMMENDED COURSE TITLES	DURATION (if available)	HIGHLIGHTS
Codecademy	<a href="#">Learn C++</a>	<ul style="list-style-type: none"> <li>• 20 hours</li> </ul>	<ul style="list-style-type: none"> <li>• Full, comprehensive courses with accessible syllabi and easy-to-follow content progression</li> <li>• Follow the career path or skill path that aligns best with your interest</li> <li>• Includes a number of free courses from beginner to advanced coders</li> <li>• Offers additional features and courses with paid Pro subscription (\$19.99 monthly), but this is not required to complete any of the free courses</li> </ul>
	<a href="#">Learn R</a>	<ul style="list-style-type: none"> <li>• 6 hours</li> </ul>	
	<a href="#">Learn Ruby</a>	<ul style="list-style-type: none"> <li>• 10 hours</li> </ul>	
	<a href="#">Learn How to Code</a>	<ul style="list-style-type: none"> <li>• 20 hours</li> </ul>	

<a href="https://www.freecodecamp.org">FreeCodeCamps.org</a>	Certificates offered in: <a href="#">Responsive Web Design</a> <a href="#">JavaScript Algorithms and Data Structures</a> <a href="#">Front End Libraries</a> <a href="#">Data Visualization</a> <a href="#">APIs and Microservices</a> <a href="#">Information Security and Quality Assurance</a>	<ul style="list-style-type: none"> <li>• 2000+ hours of practice, lessons, and tutorials available (not required)</li> </ul>	<ul style="list-style-type: none"> <li>• Offers coding practice and tutorials, project work to demonstrate growth, and certification programs</li> <li>• Portfolio tracking</li> <li>• Coding Interview Prep available resource</li> <li>• Certificates offered</li> </ul>
<a href="#">Envato Tuts+</a>	<a href="#">Modern Javascript Fundamentals</a> <a href="#">Learn PHP for WordPress</a>	<ul style="list-style-type: none"> <li>• 7-8 hours</li> <li>• 2-3 hours</li> </ul>	<ul style="list-style-type: none"> <li>• A number of coding course offerings available, free options clearly marked to avoid confusion</li> <li>• Immediately begin the course, all materials readily accessible</li> <li>• Coding lessons and practice for beginners</li> <li>• Other courses are offered, however, not all lessons accessible without payment</li> </ul>
<a href="#">Amazon Future Engineer (in partnership with Edhesive)</a>			<ul style="list-style-type: none"> <li>• Focus on supporting students with an interest in Computer Science and/or Engineering students from “childhood career”</li> <li>• Beginner-level Computer Science courses offered</li> <li>• Primary focus is for grades K-12</li> </ul>

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