June 2023 Training Highlight

Hard Skill Highlight: Marketing Basics

- Academic Impressions: Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
- Academic Impressions: Using Student Storytelling in Higher Ed Marketing
- LinkedIn Learning: Digital Marketing Foundations
- LinkedIn Learning: Marketing Communications
- LinkedIn Learning: Marketing Foundations
- LinkedIn Learning: Learning to Write Marketing Copy

Soft Skill Highlight: Time Management

- Academic Impressions: Time Management: A Disciplined Approach to Priority Setting
- Academic Impressions: Mastering Time Management: An 8-Day Practical Program
- Academic Impressions: Time Management: Focusing on Your Priorities and Purpose
- LinkedIn Learning: Time Management for Greater Meaning and Happiness
- LinkedIn Learning: How to Regain Control of Your Time, Energy, and Priorities
- LinkedIn Learning: Time Management Fundamentals

Please note, you must create an account to access these resources for free. If you are not logged in, you will see a fee.
Case Western Reserve University's
Professional Development Center

Training Access Instructions

**Academic Impressions**

- Login to your account at www.academicimpressions.com/case
- Use your CWRU credentials (abc123 and password) to access member benefits
- Type in the name of the training you are interested in from the first page of this handout in the search bar
- Browse other Academic Impressions offerings by entering your desired area in the search box

**Impact Solutions**

- Visit case.edu/hr/worklife/employee-assistance-worklife-program for detailed information on IMPACT Solutions, CWRU's Employee Assistance Program, and to learn how to create your account
- For any questions on IMPACT Solutions, their services, or your eligibility, please contact askhr@case.edu

**LinkedIn Learning**

- Login to LinkedIn Learning by visiting linkedinlearning.com/learning-login/
- Use your CWRU credentials (abc123 and password) to access member benefits
- Type in the name of the training you are interested in from the first page in the search bar
- Browse other LinkedIn Learning offerings by entering your desired area in the search box

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