

Overview: This an evolving document meant to provide PRC members with an up-to-date list of L&D resources. The document is segmented into online course offerings, webinars and lectures focused on professional development and well-being.

Online Courses

Professional Development

[Advanced Search Engine Optimization Strategies](#)

Platform: Coursera

Price: Free to audit course, \$79 to earn a certificate.

Desc: This intermediate-level course focuses on technical, mobile and social strategies for increasing site traffic. Learn how to build SEO for international audiences through content localization, global team alignment and optimizing for local search engines. Discover techniques to optimize mobile-friendly websites, get mobile apps discovered, and leverage social media to drive organic SEO traffic. You will also learn how to identify key SEO metrics and collect, interpret, validate, and report success to your clients and stakeholders.

[Advanced Communication for Leaders](#)

Platform: MIT Open Courseware

Price: Free course to audit

Desc: This course introduces interactive oral and interpersonal communication skills critical to leaders, including strategies for presenting to a hostile audience, running effective and productive meetings, active listening, and contributing to group decision-making. There are team-run classes on chosen communication topics, and an individual analysis of leadership qualities and characteristics. Students deliver an oral presentation and an executive summary, both aimed at a business audience.

[Artificial Intelligence and Machine Learning in Marketing: Live from MAICON](#)

Platform: HubSpot Academy

Price: Free

Desc: This course is an introduction to artificial intelligence and machine learning, including how they're defined, what distinguishes them from one another, how to apply them in marketing, and how to begin the conversation for piloting artificial intelligence.

[Building a Guest Blogging Strategy Powered by SEO](#)

Platform: HubSpot Academy

Price: Free

Desc: Building a guest blogging strategy that's optimized for search engines takes a lot of work and dedication. In this lesson, you'll learn why guest blogging is a critical piece of your blogging strategy, how to create a guest blogging strategy, how to find guest blogging

opportunities, and how to secure a guest blogging spot. You'll then finish with how to write a guest blog author bio.

[Competitive Strategy and Organization Design Specialization](#)

Platform: Coursera

Price: 7-Day Free Trial and then \$49 a month for this specialization.

Desc: Paired with humorous elements and illustrating examples, the Competitive Strategy and Organization Design specialization is the ideal choice for curious individuals who enjoy unique learning experiences and innovative teaching approaches. Its style is likely to appeal especially to young, middle-aged and young-at-heart learners. The specialization is intended for learners interested in engaging in fundamental theories and concepts of strategy and organization and applying these to practice. Employed professionals and management students will benefit from deepening and refreshing their existing knowledge by means of our specialization. Learners with non-business backgrounds will gain valuable additional business insights complementing their existing knowledge.

[The Complete Digital Marketing Course - 12 Courses in 1](#)

Platform: Udemy

Price: \$199.00; check site for frequent sales.

Desc: With over 20 hours of training, quizzes and practical steps you can follow - this is one of the most comprehensive digital marketing courses available. We'll cover SEO, YouTube Marketing, Facebook Marketing, Google AdWords, Google Analytics and more!

[Content ROI - How to Measure, Prove and Optimise the Value of Your Content](#)

Platform: HubSpot Academy

Price: Free

Desc: In a collaboration between HubSpot and SEMrush, you learn everything you need to understand what content drives the most ROI for your business and how to improve it. Here's the thing: just because something is easy to measure, doesn't mean it's more valuable...You'll come away with actionable insights that'll show you how to get a better understanding of your content and its value, while optimizing your content strategy for maximum ROI.

[Coronavirus Preparedness and Remote Working Best Practices](#)

Platform: Open Sesame

Price: Free

Desc: A curated set of courses that cover:

- Coronavirus Preparedness
- Infection Control and Illness Prevention
- Working Remotely
- Social Distancing
- Mental Wellness

[Creating Quality Blog Content Your Audience Loves to Read and Share](#)

Platform: HubSpot Academy

Price: Free

Desc: Creating quality blog content your audience loves to read and share is easier said than done. In this lesson, you'll learn why blog post structure matters, how to choose a topic and a title for a blog post, and how to structure a blog post. You'll then finish with some effective blog writing tips.

[Crisis Communication](#)

Platform: LinkedIn Learning

Price: Monthly, 1 Month Free Trial and then \$29.99 monthly/ Annually, 1-month free trial then \$19.99/month

Desc: Every organization needs to plan how to communicate internally and externally in the event of a crisis. In this course, business communication expert Laura Bergells walks you through the process of preparing your organization to communicate with employees, customers, suppliers, media, and the public at large. She'll cover identifying audiences, assembling a crisis response team, crafting an initial statement, and evaluating your response once the crisis has passed.

[Crisis Management: The Importance of Listening](#)

Platform: Coursera

Price: 7-Day Free Trial and then \$49 a month for this specialization.

Desc: In this second MOOC in the Social Marketing Specialization - "The Importance of Listening" - you will go deep into the Big Data of social and gain a more complete picture of what can be learned from interactions on social sites. You will be amazed at just how much information can be extracted from a single post, picture, or video. In this MOOC, guest speakers from Social Gist, BroadReader, Lexalytics, Semantria, Radian6, and IBM's Bluemix and Social Media Analytics Tools (SMA) will join Professor Hlavac to take you through the full range of analytics tools and options available to you and how to get the most from them.

[Design for Non-Designers Workshop](#)

Platform: HubSpot Academy

Price: Free

Desc: Watch content marketers from HubSpot and Adobe Spark chat with Adobe Spark's design lead to discuss the tools, tips, and expert hacks marketers need in 2018 to create engaging content for social, your website, and beyond.

[Digital Branding and Engagement](#)

Platform: EdX, an online provider of courses via prestigious institutions.

Price: Free to audit course, \$99 to earn a certificate.

Desc: This course will teach you about this shift and how it has altered the way brands communicate with their audiences. You will learn about the challenges of managing a digital brand and how rich and compelling content, combined with digital distribution, are integral to brand engagement.

[Fundamentals of Google Analytics](#)

Platform: Skillshare

Price: Free

Desc: Learn how to get the most out of your website data with Google Analytics expert Jeff Sauer in this new, straightforward class. From understanding user demographics to creating the perfect dashboard, every lesson is packed with actionable tips and tricks to help you articulate your goals, increase conversions, and use your website to improve your business. Key lessons include:

- Setting custom goals based on visitor behavior
- Using segments and content groups to understand your users
- Tracking campaigns and search terms for insight into traffic sources

After taking this class, you'll be able to expertly navigate Google Analytics, ensuring you can understand your data, distill it into actionable insights, and vastly increase the effectiveness of your website.

[Graphic Design Essentials: Easy Steps for Creating Your Own Compelling Visuals](#)

Platform: HubSpot Academy

Price: Free

Desc: This track covers the fundamental concepts of graphic design and how to use them to create simple graphics.

[Learn What Content Strategy is and How to Do It](#)

Platform: HubSpot Academy

Price: Free

Desc: A successful content strategy is telling your business's story in a way that attracts, engages and delights your audience through each stage of the buyer's journey. All of which you'll learn how to do in this course.

[Managing in Difficult Times](#)

Platform: LinkedIn Learning

Price: Monthly, 1 Month Free Trial and then \$29.99 monthly/ Annually, 1-month free trial then \$19.99/month

Desc: Tough times separate great leaders from the rest. What do leaders do to manage effectively in difficult times? It's as much about what they do to prepare as it is about how they react. Jan Rutherford introduces to important tools for keeping you and your team focused, inspired, and effective during times of change or crisis. Learn how to build self-awareness, achieve clarity and focus, keep innovating despite volatility, and develop a committed team that is resilient in the face of change. He also shares innovative strategies to cut costs and reframe challenges as opportunities for your team.

[Marketing Management – Capturing Marketing Insights - Revised](#)

Platform: Alison

Price: Free

Desc: In this free online course you will learn about marketing management and capturing marketing insights. Marketing information systems consist of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision-makers. This course teaches you the functions and

components of marketing information systems and about different types of marketing research and processes.

[Negotiation Foundations](#)

Platform: LinkedIn Learning

Price: Monthly, 1 Month Free Trial and then \$29.99 monthly/ Annually, 1-month free trial then \$19.99/month

Desc: When it comes to negotiation, shifting your mindset from "a battle to be won" to "a problem-solving conversation" can improve your results dramatically. In this course, leadership coach, negotiation expert, and author Lisa Gates demonstrates the core skills of interest-based negotiation to get win-win outcomes every time. Learn a step-by-step strategy for negotiating everyday workplace issues, from asking for a raise or promotion to pitching ideas and resolving conflict. Lisa covers techniques such as diagnostic questions, anchoring, framing, and labeling, which help you navigate impasse and generate satisfaction on both sides of the bargaining table. Along the way, discover how to prepare for a negotiation, cultivate your influence, get into a zone of agreement even when you have to say "no," and negotiate remotely over phone or email. Lisa also shares her best negotiation tips and tricks and provides worksheets to practice your skills.

[Online Marketing Foundations](#)

Platform: LinkedIn Learning

Price: Monthly, 1 Month Free Trial and then \$29.99 monthly/ Annually, 1-month free trial then \$19.99/month

Desc: Learn how to promote your business effectively online and develop a targeted online marketing strategy that engages potential customers throughout the digital landscape. In this course, Brad Batesole explains today's digital marketing techniques in simple terms, demonstrating how to build a successful online marketing campaign for all digital channels: search, video, social, email, and display.

[Public Relations: Media Crisis Communications](#)

Platform: Udemy

Price: \$199.00, but there are frequent sales.

Desc: You will learn how to prepare and deliver messages to the media in a time of a Public Relations crisis. How to plan for press conferences, media statements, messages and sound bites will be covered. Why it is essential to prepare for a crisis before you know when or what the crisis will be. Crisis communications Public Relations requires a plan that covers every aspect of message development, rehearsal and media management. This course is ideal for CEOs, PR managers, crisis managers, and anyone who is responsible for the reputation of an organization.

[Search Engine Optimization \(SEO\) Specialization](#)

Platform: Coursera

Price: 7-Day Free Trial and then \$49 a month for this specialization.

Desc: This specialization will teach you to optimize website content for the best possible search engine ranking. You'll learn the theory behind Google search and other search

engine algorithms; you'll also build practical, real-world skills that you can apply to a career in digital marketing or online content development, including on-page and off-page optimization, optimizing for local and international audiences, conducting search-focused website audits, and aligning SEO with overall business strategies. Each course is intended to build on the skills from the previous course, thus we recommend you take the courses in the order they are listed. The Specialization culminates in a hands-on Capstone Project, in which you will apply your skills to a comprehensive SEO consulting task.

[SEO: Link Building in Depth](#)

Platform: LinkedIn Learning

Price: Monthly, 1 Month Free Trial and then \$29.99 monthly/ Annually, 1-month free trial then \$19.99/month

Desc: Learn how to strengthen your site's position in search engine results by building strong links. In this course, Peter Kent dissects the anatomy of a link as it relates to SEO (search engine optimization). Peter explains how links affect page ranking and he reveals the properties that make an excellent link so you can build strong links. He covers how to get links from other websites to point back to your site, reciprocal linking, and link building via blogs and directories.

[The Strategy of Content Marketing](#)

Platform: Coursera

Price: Free to audit course, \$49 to earn a certificate.

Desc: In this course, you will learn the core strategies content marketers use to acquire and retain customers profitably. Specifically, you will learn how to develop, organize and implement a content marketing strategy, analyze and measure the effectiveness of content marketing, write compelling copy, use a strategic framework when writing, and build your professional brand and authority through content marketing. You will also learn how to put the ideas presented to you into action and build your own personal brand through content marketing.

Well-Being

[The Foundations of Happiness at Work](#)

Platform: Edx

Price: Free to audit a course, \$199 for a certificate.

Desc: This course explains what happiness at work looks like, why it matters, and how to cultivate it. Learn why happiness at work matters and how to increase it within yourself and across your organization.

The course presents a practical framework for workplace happiness and explores accessible techniques for: a) evaluating happiness in an organization, b) creating an effective strategy to increase workplace happiness, and c) implementing that strategy in your own work life, within your team, or across the culture of your organization, with special tips for workplace leaders.

[The Science of Well-Being](#)

Platform: Coursera

Price: Free to audit course, \$49 to earn a certificate.

Desc: In this renowned Yale course, you will engage in a series of challenges designed to increase your own happiness and build more productive habits. As preparation for these tasks, the award-winning Professor Laurie Santos reveals misconceptions about happiness, annoying features of the mind that lead us to think the way we do, and the research that can help us change. You will ultimately be prepared to successfully incorporate a specific wellness activity into your life.

Webinars/Lectures

Professional Development

[10 Guiding Principles for Leaders - Playlist](#)

Platform: TED Education

Price: Free

Desc: It never hurts to have a basic set of guiding principles. Let these insightful talks help shape, redefine and build out your own leadership goals. (Curated in partnership with Brightline Initiative.) Includes 10 videos.

[10 Tactics to Spur Organic Growth](#)

Platform: PRC Webinar Archive

Price: Free

Desc: Organic growth is less expensive than new business and deepening relationships improves client retention. Join J. Mark Riggs, CEO and lead strategist of TPC Growth, as he outlines ten ways to expand existing client relationships. Riggs has built a career on growing \$125,000 accounts into multi-million-dollar relationships. Now his company, TPC Growth, helps firms take a disciplined approach to successfully driving incremental revenue.

[Game Theory for Strategic Advantage](#)

Platform: MIT Open Courseware

Price: Free course to audit

Desc: This course develops and applies principles of game theory relevant to managers' strategic decisions. Topics include how to reason about strategies and opponents; strategic commitment, reputation, and "irrational" actions; brinkmanship and negotiation; auctions; and the design of markets and contests. Applications to a variety of business decisions that arise in different industries, both within and outside the firm.

[The Growth Series: Procurement and Agency Sourcing](#)

Platform: PRC Webinar Archive

Price: Free

Desc: PRC President Kim Sample interviews Thom Roose, Global Category Chair, Marketing and Communications with IBM Procurement Services about procurement and agency

sourcing. Formerly with P&G, Thom understands our business and offers terrific insights to help agencies plan and play to win when negotiations begin.

[The Growth Series: Reinventing for Growth with Doug Spong](#)

Platform: PRC Webinar Archive

Price: Free

Desc: In this Growth Series call, we speak with Doug Spong, who brings 37 years of experience in founding, leading and growing agencies to The Doug Spong Co. A founding member of the PR Council, former board member and two-year treasurer, today he's the consultant that other consultants at PR, advertising and digital agencies turn to for help with reimagining and reinventing their businesses. Listen to this call to learn how to assess the options so you can place winning bets – large and small – for your agency.

[The Growth Series: Shifting Ahead to Stay Relevant with Allen Adamson](#)

Platform: PRC Webinar Archive

Price: Free

Desc: In this installment of The Growth Series, PR Council President Kim Sample discusses how agencies can shift ahead to generate long-term value and increased brand equity for your firm and your clients with featured guest Allen Adamson, author of top-selling marketing books, Shift Ahead, BrandSimple, BrandDigital, and The Edge: 50 Tips from Brands That Lead.

[Marketing Management: Analytics, Frameworks and Applications](#)

Platform: MIT Open Courseware

Price: Free course to audit

Desc: This course helps students develop skills in marketing analysis and planning, and introduces key marketing ideas and phenomena, such as how to deliver benefits to customers and marketing analytics. It presents a framework for marketing analysis and enhances problem solving and decision-making abilities in these areas. Material relevant to understanding, managing, and integrating marketing concepts in managerial situations, from entrepreneurial ventures to large multinational firms, and to consulting are presented.

[Transitioning Your Agency to Growth-Driven Design](#)

Platform: HubSpot Academy

Price: Free

Desc: Growth-Driven Design has been proven to impact client results and agency growth, but you can't transition to GDD overnight. In this lesson, you'll learn how to develop a Growth-Driven Design transition strategy, ideas for structuring your teams and transitioning your people, and key steps to take when updating your agency's processes.

[Using Data & Analytics to Demonstrate Comm's Value](#)

Platform: PRC Webinar Archive

Price: Free

Desc: Presented by Steve Bauer of FleishmanHillard, Alan Chumley of W2O Group, Christa Conte of Hotwire and Antoine Harary of Edelman Intelligence. Gain insight into:

- How agency leaders use data & analytics to build client trust and transparency
- Creative ideas and approaches to use data to deliver impactful campaigns
- Necessary steps to secure PR's "seat at the table"

[Video Across the Buyer's Journey](#)

Platform: HubSpot Academy

Price: Free

Desc: In this video series, you'll watch videos from companies like Wistia, Slack, SurveyMonkey, Calendly and more. Each video highlights a message that clearly correlates to a stage in the buyer's journey. These videos are easy to make and will inspire you to find content gaps in your marketing strategy where video can help. There's inspiration here for every business looking to connect with their audience on a more human level.

Well-Being

[How Perfectionism Fails Us - Playlist](#)

Platform: TED Education

Price: Free

Desc: Why it's best to celebrate the little wins and imperfect moments alongside the big successes to combat our fear of failure. Include four videos.

[The Surprising Science of Happiness by Daniel Gilbert](#)

Platform: TED Education

Price: Free

Desc: Dan Gilbert, author of "Stumbling on Happiness," challenges the idea that we'll be miserable if we don't get what we want. Our "psychological immune system" lets us feel truly happy even when things don't go as planned.

[Talks to get Through the Work Week - Playlist](#)

Platform: TED Education

Price: Free

Desc: We spend so much of our time at work, how can we make it better? These TED Talks will give you jolt of motivation to help you start the week off right. Includes eight videos.

[TED Talks for When You're Having an Existential Crisis - Playlist](#)

Platform: TED Education

Price: Free

Desc: We spend so much of our time at work, how can we make it better? These TED Talks will give you jolt of motivation to help you start the week off right. Includes 25 videos.