

# FREE EDUCATION FOR A/E MARKETING PROFESSIONALS

by David Whitemyer, AIA

Thanks to the growing trend of online education and virtual universities, there are loads of opportunities for A/E marketing professionals to learn new things and to stay trained in up-to-date marketing concepts.

Here are four sites that offer free education, with just a sampling of some of their upcoming classes.

## **Coursera ([www.coursera.org](http://www.coursera.org))** –

This online “college” connects with universities and other institutions around the world, offering courses in hundreds of subjects. Almost all courses are free. An optional Verified Certificate, for a small fee, is available upon course completion.

### • **Marketing in a Digital World**

– This course will examine how digital tools, such as the Internet and smartphones, are revolutionizing the world of marketing by shifting the balance of power from firms to clients.

### • **High-Impact Business Writing** –

From simple memos to major project proposals, students will learn how to articulate thoughts in a clear and concise manner that will allow ideas to be better understood by your readers.

**edX ([www.edx.org](http://www.edx.org))** – This venture was founded by Harvard and MIT as a not-for-profit education site. Courses come from these two great institutions, but also from other similar-caliber colleges and universities. Certificates of Achievement are available.

### • **Marketing for Non-Marketers**

– This course will help students increase their understanding of effective marketing strategy by adding core marketing concepts and techniques to their toolkit and help integrate a marketing orientation into thinking and responsibilities.

• **Entrepreneurship 102: What Can You Do For Your Customer?** – From fields as diverse as small business marketing and urban design, this course uses case studies to examine how to develop their product concepts, solve customers’ problems, established a clear value proposition, and understood the competition.

**Iversity ([www.iversity.org](http://www.iversity.org))** – Iversity offers courses from universities throughout Europe, and in both English and German. For free, students can audit courses, and certifications proving completion can be purchased for a small fee.

### • **Visual Thinking for Business: Make Your Point**

– In today’s dynamic business environment, success depends on being seen, heard and remembered. In this course, students learn how to integrate visual communication elements to command attention and master complexity in business meetings and presentations.

• **The Future of Storytelling** – Learn how to analyze, contextualize, and create stories and narratives in current media: from understanding storytelling basics to discussing new online tools and formats, this course brings together a network of media researchers, creators, and students.

**Canvas ([www.canvas.net](http://www.canvas.net))** – This site was created by Instructure, a learning technology company, and it offers courses by connecting with professors from around the globe. Not all courses offer certificates, which is the responsibility of the individual professors or their educational institutions.

### • **Writing for a Global Market** –

With the industrial, technical, and commercial market becoming more and more global, it is imperative that A/E marketers understand the importance of writing for a worldwide market.

• **Attract Talent to Your Organization with Social Media** – A key skill for marketing professionals that hire is the ability to attract talent to the firm. This course addresses a key aspect of attracting talent – the employer brand.

And there’s much more than this, both in course offerings from these four venues but also in other online course sites. Not all courses are formatted or structured the same. Many include homework and quizzes, and offer completion certificates. Some are synchronous, meaning that class participants gather online at the same time, while others are asynchronous, allowing students to learn at their own pace.

Do some online research to see what else is available and what will work with your needs and schedule. Being a great A/E marketing professional requires you to stay fresh and continue learning. Take advantage of what’s available online. ●



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- **Making profits;**
- **Ownership transition;**
- **Human resources; or**
- **The future of A/E?**

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