

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](#)

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/
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