



Digital Literacy short courses for business, entrepreneurs and self-starters

Who should attend?

- Anyone wishing to build their digital literacy skills
- Small business owners wishing to introduce cloud computing and social media tools into their business operations
- Administration staff who may be required to oversee cloud computing and social media operations in small business
- Young entrepreneurs through to greypreneurs
- Self-starters
- People wishing to develop online businesses and build their digital literacy skills

Wodonga TAFE digital literacy short courses for business run in the evening to enable you to come after work to learn and mix with like-minded people.

Cloud computing and digital skills for business skill set | NA17CLOUD

These two-part sessions are designed as an introduction for people who want to build their digital literacy skills and introduce cloud computing and social media tools into their business operations and aspirations.

What will you learn?

- How to review computing needs for your business
- How to investigate cloud computing services to meet business needs
- You will develop a plan to introduce cloud computing
- How to implement the plan
- The different types and comparisons of social media tools and applications
- How to Set up and use applications that are applicable to your business

When:

Part 1	6pm to 9pm	at Wodonga TAFE 'TAFESpace'
09/08/17	(3hrs)	
Part 2	6pm to 9pm	at Wodonga TAFE 'TAFESpace'
16/08/17	(3hrs)	
Part 1	6pm to 9pm	at Wodonga TAFE 'TAFESpace'
11/10/17	(3hrs)	
Part 2	6pm to 9pm	at Wodonga TAFE 'TAFESpace'
18/10/17	(3hrs)	

Cost: \$225 for two sessions

Produce digital images for the web NA17DIMAGE

These two-part sessions are designed as an introduction for people who want to produce, and manipulate, images suitable for use in website development.

What will you learn?

- How to determine the client requirements
- The process to sourcing, manipulating and saving images

When:

Part 1	6pm to 9pm	at Wodonga TAFE 'TAFESpace'
19/09/17	(3hrs)	
Part 2	6pm to 9pm	at Wodonga TAFE 'TAFESpace'
21/09/17	(3hrs)	
Part 1	6pm to 9pm	at Wodonga TAFE 'TAFESpace'
25/10/17	(3hrs)	
Part 2	6pm to 9pm	at Wodonga TAFE 'TAFESpace'
01/11/17	(3hrs)	

Cost: \$225 for two sessions



How to get the most out of your business website | NA17BUSW

This one-hour session is an introduction to getting the most out of your website to attract and service customers and clients.

When:

30/08/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

21/11/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

Cost: \$50

Google, mobile responsiveness and your business website | NA17GMOB

This one-hour session is an introduction to using mobile options for your business.

When:

13/09/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

14/11/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

Cost: \$50

Analysing the effectiveness of your internet marketing | NA17EFFM

This one-hour session is an introduction to analysing the effectiveness of your online marketing.

When:

29/08/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

08/11/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

Cost: \$50

Boost your business using the Internet NA17BBUS

This one-hour session is an introduction to using the internet to boost your business and profile.

When:

22/08/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

10/10/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

Cost: \$50

What social media platforms are right for your business? | NA17PLAT

This one-hour session is an introduction to using social media to improve your business' bottom line.

When:

29/08/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

24/10/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

Cost: \$50

Using facebook for marketing | NA17FBFM

This one-hour session is an introduction to using Facebook as a marketing tool.

When:

23/08/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

15/11/17 6pm to 7pm at Wodonga TAFE 'TAFESpace'

Cost: \$50