

GENERAL ASSEMBLY BLOG

GENERAL ASSEMBLY + CUNY

By General Assembly

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GENERAL ASSEMBLY



These are unprecedented times for the world and for New York City. Many things have changed, but our goal hasn't: **We're committed to your success and here to provide guidance toward the right jobs for you.**

Thank you for indicating interest in CUNY's upskilling coursework in partnership with General Assembly, and **congratulations on taking time to invest in yourself!**

Register for the course by filling out [this Google Form](#). An email that invites you to join the course will be sent to you within 3-5 business days.

You can get started below:

DATA ANALYTICS

GA's online Data Analysis On Demand program is designed to get you started on the path towards becoming a stronger, analytical operator. Many industries require data skills, including product management, marketing, finance, and operations across job titles such as data analyst, business intelligence, data scientist, data engineer, and data architect. Data jobs have doubled since 2012, and salary ranges are \$40–80K for data analysts and \$60–120K for data scientists.

This program will familiarize you with the key systems that allow you to make sense of data for every type of industry or job and visually express the findings to your stakeholders. It provides a comprehensive foundation to equip you with the context, process, and tools to identify and communicate data-driven insights using Excel and SQL. Students will leave the course with a busi-

ness case and analysis for a client; they will learn to extract data using SQL, clean and analyze in Excel, and create the visuals and argument for their conclusions.

Learn more about Data Analytics On Demand at General Assembly.

DIGITAL MARKETING

GA's online Digital Marketing On Demand program is designed to help you learn and implement the most in-demand digital marketing practices of the 21st century. The ability to analyze the vast amounts of data generated by digital marketing activities, and translate that analysis into digital marketing strategies and tactics, will be among the most important skills for marketers in the next decade. Digital marketing jobs have more than doubled in the last five years alone, and the average starting salary for these positions is \$76,000.

This program will teach you the foundational skills across five focus areas: customer insight, creative and content, marketing channels, analytics, and marketing technology. You'll learn to apply core digital marketing skills like market research, search engine optimization, CRM, and automation, and launch multi-channel brand, acquisition, and retention campaigns. Whether you want to pursue a full-fledged marketing career or have a substantial grasp on marketing language and skills to support other work, this course will equip you with formal training and a portfolio to establish yourself as a competitive candidate.

Learn more about Digital Marketing On Demand at General Assembly.

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