

Registration Instructions

If you have never taken courses with us, the first step is to submit a WDCE/Continuing Education application. Click [here](#) to apply then select **Create Account**. You will be submitting a WDCE/Continuing Education application. Within 24 hours of submitting the application you should receive an activation email with instructions to activate your Owl Link student portal account.

After you have activated your account, follow the steps below to register for continuing education (non-credit) courses.:

1. Log in to your [myPGCC](#) account with your Owl Link username and password
2. In the yellow banner under "Student Portal" click the **Owl Link icon**
3. Click the **3 white lines** in the upper left corner then click **Academics**
4. Click **CE-Course Search and Registration**
5. You can search for courses by **keyword** or enter the **course code or synonym number** then click **Search**
6. **Select** your section then **Add Section**
7. A pop up message will confirm that your course has been added to your cart, to continue registering click the **blue Next tab**
8. Select your educational goal and reason for taking the class then click **Submit**
9. Either **Add More Classes**, if necessary, or select **Payment Method** (Discover, Mastercard, or Visa) and **Proceed to Payment**
10. On the Payment Review page, select **Pay Now** to enter your credit card information
11. Print or screenshot your Class/Payment Acknowledgement for your records.

If you have additional questions about the courses, you may email the program coordinator Kristal Brown at brownka1@pgcc.edu.

WORKFORCE DEVELOPMENT AND CONTINUING EDUCATION CLASSES

SPRING 2025

Job Skills Training • Personal Enrichment



PRINCE GEORGE'S
COMMUNITY COLLEGE



3 WAYS TO REGISTER FOR CLASS

1. ONLINE

To register online, you **MUST** have an email address and you **MUST** pay with a credit card. No application is required. Owl Link makes online registration a breeze!

pgcc.edu

click!

OWL LINK

click!

Workforce Dev. & Cont. Ed.

2. BY MAIL

To register by mail, complete the registration form in the inside back cover of this schedule. Mail it along with your check or money order (payable to Prince George's Community College) to:

Cashier's Office

Prince George's Community College
301 Largo Road
Largo, MD 20774

For best availability, mail your form and payment two weeks before the class is scheduled to begin.

3. IN PERSON

To register in person, visit the Office of Records and Registration, Bladen Hall, Room 126 at the Largo campus.

Monday–Friday
8:30 a.m.–6 p.m.

Questions?

Call 301-546-0159



PRINCE GEORGE'S
COMMUNITY COLLEGE

VIRTUAL ASSISTANT BUSINESS MASTERY

brownka1@pgcc.edu

BUS-432 Virtual Assistant Business 0.6 CEU

Virtual assistants continue to be in demand in today's fast-paced digital age, evolving and revolutionized world of remote work. It's time to redefine your future as a Virtual Assistant! Embark on a transformative learning experience with our virtual assistant business mastery class. This course will provide a roadmap – finding your niche; efficient operations; mastering client communication; effective marketing strategies; building a professional brand; technology and productivity tools; financial management; and much more! Whether you're just starting or a seasoned professional, this course equips you with the tools and knowledge to build and manage your virtual assistant business. Instructor: Monica Bounds.

2 sessions, \$95* (includes a \$20 lab fee)

15105	TTh	2/18-2/20	6:30-9:30 p.m.	REMOTE
15106	S	4/19-4/19 (1 session)	9 a.m.-4 p.m.	REMOTE



BRANDING AND MARKETING

brownka1@pgcc.edu

PGCC CERTIFICATE BRANDING AND MARKETING

Program information

This program was developed to provide participants with an understanding of branding strategies used to promote a business, extend a business brand, and build a business image.

In addition, provide an overview of the appropriate marketing communications channels for increasing profits, building customer awareness, loyalty and customer satisfaction.

Students who successfully complete all five courses are eligible for a Continuing Education Certificate.

- BUS-600 Branding Your Business for Success
- CED-314 Creating Visuals to Brand Your Business
- BUS-575 Social Media Strategies
- BUS-546 Networking Works

For more information

Please see our contact information above.

BUS-600 Branding Your Business for Success 0.3 CEU

This course will provide an overview on branding, how to develop and market your brand to your audience, creative strategies on how to package your business for success. It will help you determine your brand's identity and how to present it visually, i.e. logos, marketing materials and websites. It is not enough to have an idea but you must learn how to package it and this class will help you do just that! Instructor: Latoya Benson

1 session, \$45

15191	W	3/5-3/5	6:30-9:30 p.m.	REMOTE
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CED-329 Creating Visuals to Brand Your Business 0.4 CEU

This course is designed to help small business owners identify and explore the components and process used to create an image for your business. This instructive and interactive course will help small business owners understand branding strategies used to promote a business, extend a business brand, and build a business image. Instructor: Stacey Brown

1 session, \$70 (includes a \$25 lab fee)

15194	S	3/8-3/8	9 a.m.-1 p.m.	REMOTE
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BUS-575 Social Media Strategy 0.3 CEU

Social media is here to stay. Find out which network is right for you and how to make it work for your business. Instructor: Robert Gatewood. **1 session, \$45**

15201	M	3/17-3/17	6:30-9:30 p.m.	REMOTE
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BUS-546 Networking Works! 0.3 CEU

Rub elbows with the owners and management of the companies you are targeting. Discover the many benefits and proven techniques of effective networking. Instructor: Robert Gatewood. **1 session, \$45**

15202	Th	3/20-3/20	6:30-9:30 p.m.	REMOTE
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