

Are you struggling to find a high-paying or “pay-enough-to-pay your bills” job? Need to convince your parents that a microdegree from GreenFig makes sense? We’ve made it easy for you. Read on.

Does this sound familiar? “We have already spent \$XX,000 for you to attend university. You are graduating with a degree and saying it isn’t enough to get a job. And, you want us to spend even more?” – Your Parents

We get it. Yes, you did, or they did, pay a hefty chunk of money for you to earn an undergraduate degree. You received a liberal arts education that will be your solid foundation for moving forward with a worldly life. And, check, you have a degree. Yet, even professors recognize that college curriculum can’t keep pace with today’s rapidly changing, digital based business environment. What you’ve done is shown that you possess commitment and critical thinking skills – you finished something and you’ve shown a desire and ability to learn. But, at the end of the day, you do not have any practical work experience that translates into employable business skills for high-demand jobs.

To land a high-quality job in today’s digital economy, recent grads – particularly those in non-math, science and engineering fields – need a resume that lights up with up-to-date business and software application skills, industry contacts, and real-world experience.

That’s why a business science microdegree from GreenFig is so critical for soon-to-be or recent college graduates. As a micro education company, GreenFig offers microdegrees in applied business science, including high-demand roles in areas such as digital marketing, customer success and sales operations, that combines live, interactive online and offline team-based learning.

Here’s how a microdegree from GreenFig can help you get your resume to the top of the pile AND demand a higher-paying salary.

## Are You a Recent or Soon-to-be-Recent COLLEGE GRADUATE with a Degree in Liberal Arts?

1

### JOB-READINESS

The demand for a workforce that possesses digital literacy has never been greater. In fact, more than 2.5 million business science positions are currently posted on Indeed.com.

In less than 200 hours, you learn practical skills in business and software applications, earn industry recognized certifications from companies like Marketo and Google, and develop real-world experience needed to be job-ready in the digital economy – all taught in real-time by leading industry experts.

2

### REAL-WORLD SKILLS AND EXPERIENCE

In 2015, more than two-thirds of college students graduated with debt averaging \$35,000. Lacking skills proficiency and applicable experience, those same graduates struggled to land jobs to support the debt they had accumulated. The solution is a job-ready resume that is industry current.

Students in GreenFig’s Digital Marketing Science course, for example, learn how to set up and run leading digital marketing applications that companies use to convert marketing strategy into operational execution. All students work with industry experts to apply what they’ve learned in the classroom on a real project – such as designing and executing a pay-per-click program or creating a content strategy – for a real company.

3

### BE RELEVANT NOW

The one aspect of the digital job market we can count on is that it’s always changing. New trends and concepts are constantly taking shape, which is what makes business science an exciting and rewarding field.

To compete and win in the digital economy, companies must have a workforce that possesses digital literacy, yet many are struggling to find talent with industry-current skills. The GreenFig curriculum is precisely targeted – and continually evolving – to match the high-demand skills companies and hiring managers are looking for now.

4

### NETWORK WITH INDUSTRY LEADERS

GreenFig instructors are innovators, market leaders and field experts passionate about sharing their business acumen and helping our students succeed. With our who’s who list of forward-leaning entrepreneurs, executives and business strategists, you’ll not only benefit from their mentorship but you’ll gain valuable networking connections critical to successfully landing the right job.

*At GreenFig, we instill in our students a growth mindset, which not only serves them well as they enter the marketplace, but long after as their careers grow and evolve. Visit [greenfig.net](http://greenfig.net) to learn how you can be job-ready and demand a higher paying salary with a microdegree in business science from GreenFig.*