

# eCornell Launches Open, Online Marketing and HR Courses through Canvas.net

*Free Courses Increase Skills and Access to Cornell University's Top HR and Marketing Faculty, Research*

ITHACA, NEW YORK, USA, September 25, 2013 /EINPresswire.com/ -- Today's organizations aren't yet fighting for post-apocalyptic survival and employees aren't zombies who mindlessly perform routine jobs. That's why eCornell, the wholly-owned e-learning subsidiary of Cornell University, has partnered with the Canvas Network (Canvas.net) to help professionals breathe new life into their careers by now offering five free online courses in Human Resource Management and Marketing through the Canvas Network (Canvas.net) online course platform by Instructure.



The free Canvas.net eCornell HR courses include: Reduce Your Organization's [Social Media Risk](#), Building a Business Case for Allowing Employees to Work Remotely, and Attracting Talent to Your Organization Using Social Media. The free Marketing courses are [Projecting Your Brand](#) Through New Media and Use Mapping to Position Your Brand. Students also can receive a letter of completion from Cornell University by completing one of eCornell's two paid marketing courses on Canvas.net, [Data-Driven Marketing](#): Leveraging Big Data for Your Business (\$99) and Customer Segmentation: A Scientific Approach to Marketing (\$199).

"We are excited about expanding the availability of free content that is aimed specifically at enhancing professional skills," said Chris Proulx, eCornell's Chief Executive Officer. "For us, and for our Cornell instructors, this is about increasing professionals' access to insights and practices from the world's leading HR researchers, and putting more actionable knowledge into their hands—regardless of constraints on their time, resources, or location."

According to one course instructor Steve Miranda, Managing Director of the Center for Advanced Human Resource Studies (CAHRS) at Cornell's ILR School, "The realities of global labor markets and current economic pressures mean professionals are being asked to find faster and more effective ways to use technology to do their jobs and bring more value to their organizations. These courses provide the targeted, flexible learning professionals need in order to keep pace," said Miranda.

The Canvas.net courses also let students explore the caliber and learning environment of eCornell's online Human Resource Management certificate programs. Students use the same Canvas course learning management system that eCornell adopted several years ago, a move Proulx said has improved administration, delivery, and satisfaction for both instructors and students. ECornell offers four certificate programs with accreditation from Cornell's ILR School, and the free Canvas.net courses are based on selected content from these programs.

Course enrollment in eCornell's free courses is available to anyone in the world at [www.canvas.net](http://www.canvas.net), where a broad range of topics and institutions are represented, including the new "Society, Science, Survival: Lessons from AMC's The Walking Dead" course that uses the premise of the AMC Channel's popular television show as a teaching and engagement tool.

### About eCornell

eCornell, a wholly-owned subsidiary of Cornell University, provides many of the world's leading organizations with online professional and executive development in the areas of leadership and management; human resource management; financial management; healthcare; marketing; and hospitality and foodservice management. eCornell's proven course development model and asynchronous instructor-led course delivery provide students with an engaging, rigorous, and interactive learning experience. ECornell has delivered online courses to more than 50,000 students across more than 200 countries. For more information, visit [www.ecornell.com](http://www.ecornell.com).

### About Instructure

Instructure is a technology company committed to improving education. They provide instructors and students with modern tools and resources that empower and simplify the learning experience. Instructure offers Canvas, the open, easy-to-use, cloud-native learning management system, as well as Canvas Network, an index of open, online courses by educators everywhere — from Ivy League institutions to community colleges.

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