

2012 Top Certificate Programs

In our experience 18 months development time is about the right amount of time required to develop a certificate program. If you are also doing market research (audience, need, competition), you may spend up to 2-3 years, as long as you don't miss out on the market window or lose out to the competition. But the rule is the more time you can spend in market research, the better.

In terms of developing a course, the average course takes 3-9 months to develop, with six months being a good average or plan. Below is information we gathered from our members last year.

Top Ten Certificate Program Categories

1) Healthcare

CMA (Certified Medical Assistant), CNA (Certified Nursing Assistant), CBCS (Certified Billing & Coding Specialist), CPT (Certified Phlebotomy Technician), Dental Assistant Certification, CEHRS (Certified Electronic Health Record Specialist), CNT (Certified Nurse Technician) , PCA (Personal Care Aide certification)

2) Business

Certificate of Business Administration, CMA (Certified Management Accountant), CAPM (Certified Associate in Project Management)

3) IT

MCTS (Microsoft Certified Technology Specialist), CISSP (Certified Information Systems Security Professional), CCNA (Cisco Certified Network Associate)

4) Culinary

Culinary Arts Certification

5) Criminal Justice and Paralegal

Certificate in Criminal Justice, CP (Certified Paralegal) and CLA (Certified Legal Assistant), Health Law Certificate Program

6) Human Resources Management

PHR (Professional in Human Resources)

7) Green/Environmental Sciences & Management

Green Building/LEED

8) Education

Certificate in Early Childhood Education

9) Manufacturing/Engineering

Lean Enterprise Certification, Certificate of Manufacturing Technology

10) Fitness/Wellness

Certified Personal Trainer, Certified Fitness Instructor, Certified Yoga Instructor