**Coursera XDP Course Landing Page**

**Introduction to Software Engineering with Git and GitHub**

Course Settings

NOTE: Keep **Search Engine Optimization (SEO)** in mind as you write the Landing Page content. Repeat keywords in several places throughout the course landing page. For more information, see the Coursera Help article[**Improve Search Engine Optimization for Your Coursera Content**](https://www.coursera.support/s/article/206408335-Improve-Search-Engine-Optimization-for-Your-Coursera-Content?)

**General**

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| **Course Name**  20/60 chars Create a concise, compelling name that uses industry keywords to optimize for search. Do not use punctuation or the word "specialization."  Note: The course name cannot be changed after launch. This name is how learners will identify the course in the catalog landing page, search results, and in-course experience. | **Data Integration, Data Storage, & Data Migration Strategies** |
| **Course URL slug** (https://coursera.org/learn/) Use only lower-case letters, numbers, and dashes. This cannot be changed after launch. |  |
| **Primary Course Language** | English |
| **Audience**  Choose the audience for the course. The top section of the **Overview** page will be updated based on your selection here. You can change this setting anytime before the course launches. | Suitable for career-entry or career-switchers interested in fields related to data management roles |

**Course Staff**

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| **Course Staff**  Add staff email addresses and indicate role:  **Course Assistant**, **Instructor**, or **Teaching Staff** | **Instructor:** |

**Landing Page**

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| **Course Name**  Already entered in General section, above. |  |
| **Primary Domain: Subdomain** Choose from the following options: **Computer Science**: Algorithms | Computer Security & Networks | Design & Product | Mobile & Web Dev | Software Dev |  **Data Science**: Data Analysis | ML | Probability & Stats **IT**: Cloud | Data Mgmt | Networking |Security | Support and Operations | IT: Data management |
| **Secondary Domain: Sub-domain** Choose from the same options as in #4. | IT: Support and operations |
| **Instructors [View Only]**  If instructors have an instructor profile on Coursera, publishers can search by name to add instructors to the course landing page. | Skill-Up EdTech Team |
| **Partner Logo [View Only]**  **Offered by** |  |
| **Course Description**  150-200 words (800-1200 characters)  Summarize the content, learning outcomes, and any industry partners.  Start with learning outcomes. Explain how learners will benefit from completing the course and let them know what makes the course unique.  Suggested format  This IBM course will teach you [specific skills]. You will learn about [topics], which will prepare you to [perform specific tasks/jobs]. | Data integration, data storage, and data migration are core skills for any data-focused role. With data-related careers projected to grow by 140% by 2030 (IoT Analytics), these skills are in hot demand! As part of the IBM Data Manager Professional Certificate, this **Data Integration, Data Storage, and Data Migration Strategies** gives anyone aspiring to a data-centric career the essential skills employers are looking for.  During this course, you’ll learn best practices and processes in these three key areas—data integration, storage, and migration. You’ll investigate data integration and automate data aggregation from disparate sources into a single view to make it useful for analysis. You’ll explore data storage methods and processes to ensure your data is organized. Plus, you’ll learn data migration processes businesses use to upgrade their legacy systems and infrastructure with minimal disruption to other business operations.  If you’re looking to enhance your resume with the essential skills needed for a data-oriented career to catch an employer’s eye, enroll today and boost your career opportunities in just three weeks! |
| **Primary Course Language** | English |
| **Difficulty Level**  **Beginner**  No prior experience is required.  **Intermediate**  Some related experience is required.  **Advanced**  Designed for those already in the industry. | Beginner |
| **Estimated Workload**  Max 100 chars  Example: X weeks of study, Y-Z hours/week | 3 weeks, 2-3 hours per week |
| **Recommended Background**  Max 150 chars  Example: At least 2 years of business experience | No prior experience necessary |
| **Skills**  Add a maximum of 5 tagged skills specific to the course. | Data management, data architectures, data integration, data storage, data migration |
| **What You Will Learn**  Write 4 things learners will learn.  Max 150 chars per bullet. These bullet points should be written as learning objectives following Bloom’s Taxonomy guidelines. | * Build valuable applied data storage, integration, and migration skills employers need. * Gain hands-on experience using industry-specific data tools. * Demonstrate you understand data-related best practices and can apply methodologies through industry-standard processes. * Showcase your ability to solve problems data related processes that you can talk about in interviews. |
| **FAQs**  There are six boilerplate read-only FAQs listed on the Landing Page form. You can add more FAQs specific to a course.  Boilerplate course FAQs from Coursera (cannot be changed):   * When will I have access to lectures and assignments? * What if I need additional time to complete the course? * What will I get if I pay for this course? * Can I take this course for free? * What is the refund policy? * Is financial aid available? |  |
| Who is this program for? | Anyone interested in launching a career in data management. No experience is necessary. |
| What is data management? | Data management involves collecting, organizing, protecting, and analyzing data to ensure its accuracy, accessibility, and security. It includes processes like data integration, storage, and migration and utilizing tools for analysis and visualization to generate insights that drive business decisions. In modern cloud environments, data management also focuses on optimizing scalability, security, and cost-efficiency while ensuring alignment with business goals through collaboration across teams. |
| What careers require data management skills taught in this program? | Data analyst, data engineer, database administrator, data compliance specialist, data governance, data steward, BI developer, data privacy specialist, data technician, research assistant, data quality analyst, metadata specialist, data operations associate, data IT support    Alternative answer:    Careers that require data management skills taught in this program include Data Manager, Data Analyst, Business Intelligence Analyst, and Data Engineer. These roles involve overseeing data collection and organization, implementing data integration and storage solutions, and using analysis and visualization tools to drive informed decision-making. Professionals in these positions ensure data accuracy and security, optimize data processes in cloud environments, and collaborate with various teams to align data strategies with business objectives. |
| What background knowledge is necessary? | No prior experience is necessary to get started. |
| What background knowledge is needed for this program? | This Professional Certificate is open to anyone with any job and academic background. |
| What is the refund policy? | If you subscribe, you get a 7-day free trial during which you can cancel at no penalty. After that, we don’t give refunds, but you can cancel your subscription at any time. [See our full refund policy](https://learner.coursera.help/hc/en-us/articles/208280266-Refund-policies). |
| Can I enroll in the professional certificate program during or after I take the course? | When you subscribe to a course that is part of a Certificate, you’re automatically subscribed to the full Certificate. Visit your learner dashboard to track your progress. |
| Is this course really 100% online? Do I need to attend any classes in person? | This course is completely online, so there’s no need to show up to a classroom in person. You can access your lectures, readings, and assignments anytime and anywhere through the web or your mobile device. |
| What credentials will I earn by completing this course? | Each course you complete earns you an IBM badge to certify successful course completion. You will earn an IBM course badge. Add this credential to your LinkedIn profile, resume, or CV. Share it on social media and for performance reviews.  If you only want to read and view the course content only, you can audit the course and access the instructional content. |

**Marketing Assets**

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| **Logo Image**  Choose a professional, high-quality image. Ensure that the image adheres to copyright guidelines. There is a link to examples in Coursera Course Settings>Marketing Assets.  Requirements:   * JPEG or PNG * Square dimensions. Minimum 800 x 800 px. Maximum 1200 x 1200 px * Avoid logos, text on images and clipart. Video screenshots are acceptable * Choose images with the prominent detail in foreground and center * Must own the rights to the image |  |
| **Marketing Image**  Choose an image that represents the learning program. Coursera will use this image in emails and other promotions.  Requirements:   * Choose an eye-catching, appealing image * Use a high-resolution JPEG or PNG * 2:1 Width: Height Ratio (e.g. 1200x600 pixels) * Do not include a school logo * Do not include text within the image * Used in marketing materials such as emails, social media, and other promotions if a rectangular image is needed instead of a square logo |  |
| **Navigation Branding Image**  If provided, this image will appear to learners on the top navigation bar within the course experience.  Requirements:   * JPEG or PNG * Must be 200 x 50 px * Avoid text on images and clipart. Video screenshots are acceptable * Choose images with the prominent detail in foreground and center * Must own the rights to the image |  |

**Certificate**

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| **Instructor Titles**  The instructors’ full name, title and department are printed below their signature on Certificates. Plain-text only. |  |
| **Combined Instructor Signatures**  A combined signature image file is required if the course has more than two instructors. This ensures that all the instructor signatures and titles can fit on the Certificate.  Requirements:   * A transparent PNG with all signatures in black * 480 x 100 px   Note that using a combined signature image will override the individual instructor signatures. Please upload a combined signature image file and write the names and titles of the instructors in the **Combined Instructor Signatures** field. |  |