

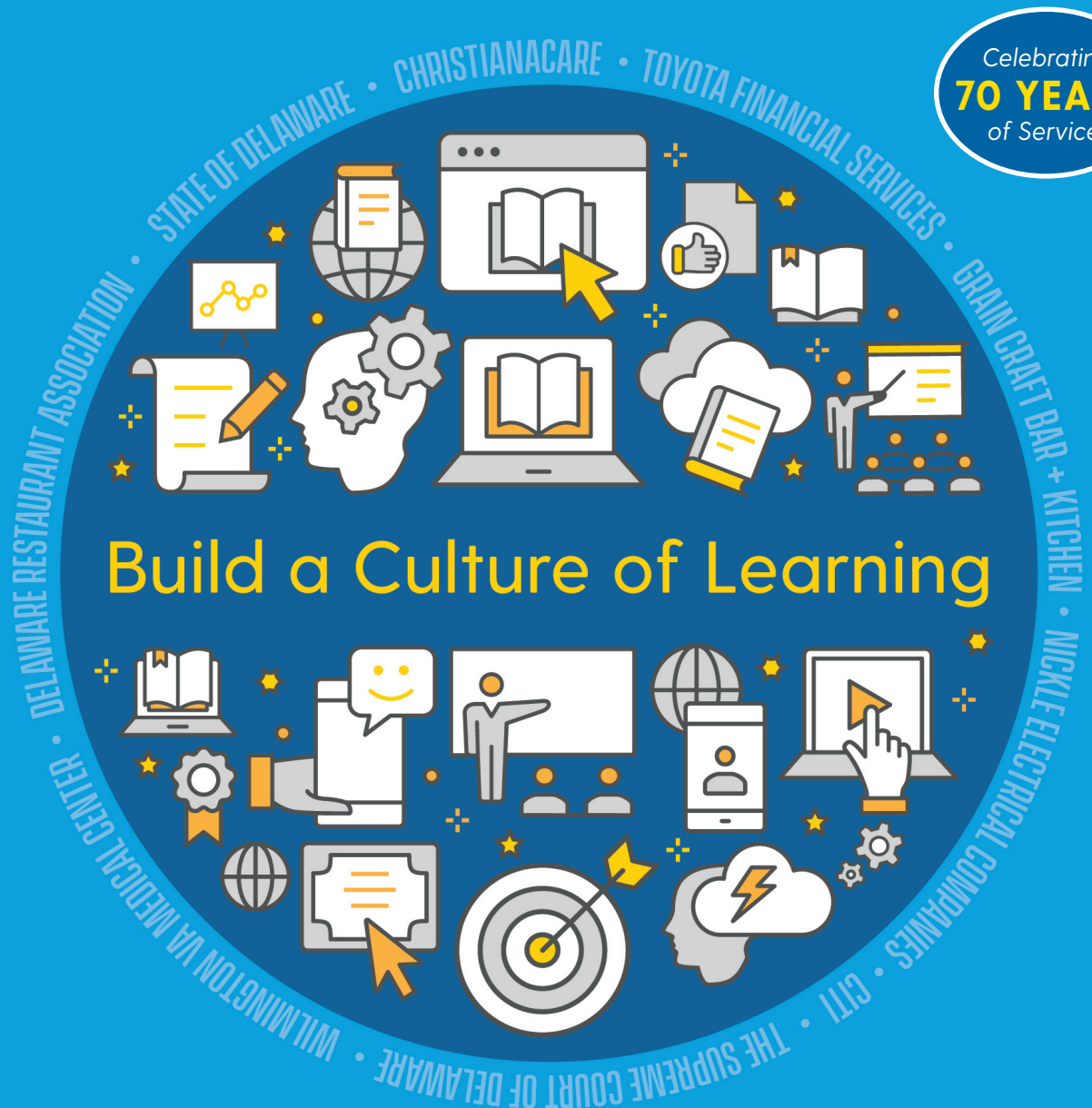


UNIVERSITY OF DELAWARE
**PROFESSIONAL &
CONTINUING STUDIES**

SPRING 2023

PROGRAMS AND COURSES

Celebrating
70 YEARS
of Service!



Upskill, reskill, refocus – for yourself,
or through customized learning programs
for your organization's workforce.

pcs.udel.edu

ACHIEVING PROFESSIONAL GOALS

Leverage our resources for your organization or yourself

According to a recent study, 92% of American employees said having access to professional development is important or very important, 71% indicated job training and development increased their job satisfaction, and 61% stated upskilling opportunities are an important reason to stay at their job.

While we acknowledge there are many ways to provide your employees with professional development, our University of Delaware Division of Professional and Continuing Studies (UD PCS) noncredit team has been experiencing a surge in organizations seeking customized learning programs. From nationally known companies like Campbell's, Toyota Financial Services and Citi, to state organizations like the Delaware Supreme Court and the Delaware Restaurant Association, to local businesses like Nickle Electrical Companies and Grain Craft Bar + Kitchen, we have been actively designing and delivering a wide variety of programs tailored to each client's specific needs.

Backed by the resources and world-class faculty of a top-ranked university, our committed team can advance your team with flexible, tailored offerings that result in valued and highly recognized University of Delaware credentials. We can come to you; you can bring your staff to us; we can deliver everything online; or a hybrid program can be administered through a combination of in-person and virtual programming.

We are also pleased to provide professional development via our popular open enrollment programs, which cover a vast range of topics. After selling out our first offering of **Foundations of Brewing Science and Brewery Operations**, it is back this spring in the same format, which includes an optional in-person session and beer tasting at Delaware Park's 1937 Brewing

Company. Other returning courses include programs in business and information technology, drones, education, healthcare, and law, as well as an array of test prep classes for anyone preparing to pursue undergraduate or advanced degrees.

Aligning with the wishes of our learners, many of our programs remain online. No stranger to flexible learning options over the years, UD has come a long way from when distance learning for one student meant packing a VCR and VHS lecture tapes to keep up with his engineering coursework while on a business trip to Asia. The technology has advanced exponentially since then, and the latest innovations in the field of digital and online learning will be presented in our new **Instructional Design Certificate** program.

With all the time we are spending online these days comes a great need to protect ourselves and our business networks. In response to that need, we are excited to launch **Cybersecurity Fundamentals for Practitioners and Managers Certificate** and **Advanced Cybersecurity Defense Certificate**. We have also redesigned our **Advanced Social Marketing for Business Certificate** as a suite of self-paced, advanced-level programs focused on individual social media platforms, launching this spring with programs covering Instagram, LinkedIn and TikTok.

Whether you are looking for professional development for yourself, your organization or anyone else, please do not hesitate to contact us with any questions you have about how we can help you achieve your goals.

All of us on the UD PCS team wish you and your families a safe, healthy and happy new year!

What can UD do for you?

LEARN MORE



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The University of Delaware's Division of Professional and Continuing Studies (UD PCS) provides educational opportunities for anyone seeking to begin or complete their college career, enhance their professional skills or enrich their personal life. UD PCS also provides customized training and educational services to area businesses, organizations and professional associations.

As the adult and nontraditional learners' portal to the University of Delaware, UD PCS impacts thousands of students each year through UD credit courses and degree offerings, professional development courses, certificate programs, workshops and lifelong learning member cooperatives throughout the state.

Through UD PCS, the University of Delaware extends its vast resources, research, technology and knowledge to the community, the region and the world. UD PCS provides:

- Academic advisement and career counseling
- Credit courses and degree completion
- Customized learning and executive education
- Lifelong learning opportunities
- Pre-college programs
- Professional development programs and courses
- Online learning opportunities through UD Online

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The UD Professional & Continuing Studies ACCESS Center:

Academic advisement, credit registration, and career exploration and assessment

The ACCESS Center provides free academic advisement, career exploration and assessment, and credit registration assistance. Advisors are available to help you achieve your educational and career goals.

ACCESS Center services and resources include:

- Academic advisement for new or returning students, including assistance with course/program selection and registration.
- Career exploration and counseling, including administration of career inventories.
- Unofficial transcript evaluation and curriculum review for prospective transfer students.
- Assistance with the University's admission and readmission processes.
- Information regarding UD resources and student services.
- Information on University policies and procedures.

Explore your options! Contact the ACCESS Center to schedule an appointment.

Email: access-advise@udel.edu • **Phone:** 302-831-8843
pcs.udel.edu/access

Spring course delivery format

While many of our continuing education courses are traditionally offered through an in-classroom learning format, many spring 2023 courses will be taught in a live-online format via videoconferencing. Should a change occur in course delivery format, enrolled participants will be notified as soon as possible.

For information about the University of Delaware's response to COVID-19, see udel.edu/coronavirus.

Credit courses and degree completion

Whether you are a high school student seeking the challenge of college coursework, an adult looking to start or complete a degree, or someone interested in taking individual courses for personal, educational or professional enrichment, you may take UD courses as a non-degree student. You do not need to be admitted to the University to get started. As long as you meet the course requirements or prerequisites, many University courses are available to students not currently admitted in a degree program, and a variety of courses are offered online and in the evening.

- **The spring semester begins February 6.**
- **For the latest information regarding the UD academic calendar, consult udel.edu/registrar/cal.**
- **Ready to search for a course? Visit udel.edu/courses.**
- **Ready to register? Visit pcs.udel.edu/registration.**
- **For questions, advisement or assistance with registration, contact the Professional and Continuing Studies ACCESS Center at access-advise@udel.edu or 302-831-8843.**

Over-60 Tuition-Free Program for matriculated Delaware residents

If you are a Delaware resident age 60 or older, you may pursue a University of Delaware degree without paying tuition. You must apply and be accepted (matriculated) to qualify. Visit pcs.udel.edu/60-tuition-free-degree.

Want more information? Contact the Professional and Continuing Studies ACCESS Center at access-advise@udel.edu or 302-831-8843.

Lifelong learning opportunities

The University of Delaware hosts Osher Lifelong Learning Institute (OLLI) programs in New Castle, Kent and Sussex counties and online for adults to enjoy classes, teach, exchange ideas and learn together. Try out a new language, meet with a passionate discussion group or revisit your favorite areas of study from the comfort of your home or on location. These volunteer-based academic cooperatives offer hundreds of courses each year, with no grades or exams and no educational prerequisites.

See page 7 for details.





Customized learning

UD PCS is ready to provide customized education programs to help your organization achieve its training and employee development goals. Programs are built on leveraging the best research-based and applied knowledge for your organization's needs.

Customized learning and organizational training

Professional coaching, executive education and customized training programs are tailored to your organization's needs and can be delivered online, on-site or on campus.

A wide variety of topics are available for customization, including business, healthcare and others, as well as executive education programs that meet the specific needs of your organization. University of Delaware faculty and external subject matter experts provide exceptional learning opportunities for your team.

Comprehensive instructional design and course delivery solutions

Our strong knowledge of instructional design techniques, technology applications and adult learning styles enables our educators to produce and deliver classroom-based and online programs tailored to your needs.

Professional executive coaching

We help organizations develop employee strengths, address challenges, improve productivity and increase job satisfaction. We design new or enhance your existing coaching programs, including executive-level services.

Benefits to your organization

Outsourcing your organization's professional development to UD enables your employees to focus their efforts on core business issues that affect your bottom line.

Other benefits include:

- Strengthening your workforce through proven leadership programs.
- Optimizing work processes.
- Improving relationships through diversity, teamwork and communications programs.

Learn more or contact us at pcs.udel.edu/customized, or lval@udel.edu.

Professional development programs and courses

UD PCS offers a variety of ways for you to build your credentials and move ahead in your career. Certificate programs, seminars and short courses provide you with practical knowledge and skills as well as resume-building credentials. Our faculty and adjunct instructors combine strong academic backgrounds with extensive real-world experience. Programs include:

- **Business & IT**—Business Analytics, Cybersecurity, Digital Marketing, Microsoft® Excel, Nonprofit Leadership, Project Management, Sales Development Science, Sales Operations Science, Self-Paced Programs, Social Media Marketing
- **Drone Training**—Ground School and FAA Part 107 Test Prep
- **Education**—Instructional Design, UD Montessori Teacher Residency
- **Food and Hospitality**—Brewing Science and Brewery Operations
- **Healthcare**—Clinical Trials Management, RN Refresher
- **Law**—Paralegal, LSAT Prep
- **Pre-College**—UD Dual Enrollment, SAT/ACT Prep
- **Test Preparation**—ACT, GMAT, GRE, LSAT, SAT, Praxis

See pages 13–27 for complete program listings.

Online learning opportunities through UD Online

More than 240 University of Delaware credit courses—as well as 28 degree programs, certificate programs or professional development programs—are offered online, and more are developed every year. Ranging from an associate in arts to an MBA or M.S. in mechanical engineering, online programs from the University of Delaware are ideal solutions for students and professionals seeking to advance their education while accommodating their busy schedules.





UNIQUE EDUCATIONAL STRATEGIES

PCS programs meet organizations' specific needs

TOP-RANKED UNIVERSITY

Tap into UD's resources and knowledge as a top-ranked public research university tackling the biggest challenges facing our state, nation and world.

.....

WORLD-CLASS FACULTY, REAL-WORLD EXPERTS

Draw on the expertise of over 1,500 faculty, experts and industry practitioners working and researching in all knowledge areas.

.....

VALUED CREDENTIAL

Gain a University of Delaware backed credential and digital badges upon training completion.

.....

FLEXIBLE, TAILORED OFFERINGS

Leverage our ability to provide completely customized programs whether online, on-site or on campus, in many program formats.

.....

COMMITTED TEAM

Advance your team with the support of our dedicated and committed customized learning team, assisting with every program aspect from development to start to finish.

By Adam S. Kamras

Though Nickle Electrical Companies and Grain Craft Bar + Kitchen are in very different industries, they faced a similar problem in their attempts to secure learning programs for their managers.

"Looking to take our management team to a whole new level, I did a bunch of research, but I just wasn't finding what we wanted," said Heather Shupe, human resources director of Nickle Electrical Companies. "We needed something we can customize and make Nickle's product, that we can replicate and do over again, and that we can put more managers through."

Grain's co-proprietors, Lee Mikles and Jim O'Donoghue, also were not satisfied with the options they were being presented with. "We looked at programs that were kind of off the shelf and partly met our needs and partly didn't," said Mikles.

Both organizations turned to the University of Delaware Division of Professional and Continuing Studies (UD PCS) for customized learning programs designed to meet their specific needs. Nickle engaged in a personalized on-site Emerging Leadership Training program that met quarterly over the course of a year, and Grain sent managers from each of its three locations at the time to UD PCS' headquarters on

the Newark campus for six consecutive weekly sessions.

"We decided that spreading the program out over four quarters would be the best way to proceed because we could have breaks in between to apply some of the training and then build the next session," said Shupe.

In response to the values it wanted for its managers, Nickle's training topics included communication, mentoring, coaching, accountability, team building, leadership and conflict resolution. Working in conjunction with the instructor and UD PCS' director of noncredit professional programs, Vic Wang, Shupe requested and received a program that was highly interactive and addressed scenarios that Nickle's managers would experience on the job. She said the role-play situations and hands-on activities were well received and evaluations were all positive.

In preparation for Grain's customized training, Wang visited all three establishments and shadowed the employees.

"We talked with a few different providers, but UD was very open to tailoring it to our needs, which was great," said Mikles. "They really made the investment to understand what we truly need and offer us something that was tailored to our group."



Following some icebreakers and team-building exercises, Grain's focus areas included harassment and bullying, emotional intelligence, and managing peers. Nancy Chase, Grain human resources and events manager, appreciated how the program was geared specifically to the restaurant business.

"I have been to other manager trainings and this one was more personal," said Chase. "I liked that it was just us."

Shupe said the development in Nickle's managers is evident, and the lessons and skills are continuing to be reinforced in performance evaluations and subsequent trainings.

"They are able to take that information and

build off of it," said Shupe. "Their level of accountability, conflict resolution skills, communication and all of the other items that were addressed are being practiced."

Allowing their employees to express themselves freely, Mikles and O'Donoghue refrained from participating in the sessions and were pleased to hear that their staff opened up quite a bit to each other.

"They don't all know the managers from the other locations very well, but by the end of the class they were all yucking it up together," said O'Donoghue. "I love the fact that they were talking about seeing each other again."

The training has also led to an increased

emphasis on "the Grain way," which Mikles said includes how they want to conduct business, how they want to be treated and how they want to treat people.

UD PCS is ready to provide customized education programs to help your organization achieve its training and employee development goals. Our customized learning programs are built on leveraging the best research-based and applied knowledge for your organization's needs. When you partner with UD PCS, you'll benefit from the resources of a top-ranked university; the expertise of world-class, faculty, real-world experts; gaining a valued credential; flexible, tailored offerings; and a committed customized learning team.

Offered at your site, at UD, online or through a combination of delivery locations and formats, we can help your organization meet its learning goals via organizational needs assessment and development; customized learning programs for every level of your organization; comprehensive instructional design and course delivery; professional and executive coaching; employee upskilling, reskilling and retention; and executive education programs.

KEY BUSINESS TOPICS FOR BUSY PROFESSIONALS

Offered by UD PCS in partnership with UD's Alfred Lerner College of Business and Economics, the UD Pocket MBA is a professional certificate program for current and aspiring managers and leaders to develop and enhance their business acumen. The curriculum features traditional core MBA program topics distilled down to just a few sessions each instead of an entire semester.

The most recent cohort concluded in September 2022 and included 30 professionals from Incyte, the Wilmington, Delaware-based, global biopharmaceutical company. Led by UD's Qingjiu Tao, assistant professor of management, the primarily online program focused on three main topics — Leading People, Healthcare Business Acumen and Leading the



Healthcare Organization. Sessions covered entrepreneurial thinking, strategic decision making, data analytics, digital marketing, management accounting and finance, policy and finance in healthcare delivery, as well as leadership and innovation in population health.

Throughout the eight-month program, participants collaborated in teams to complete a business case study focused on a pharmaceutical product launch scenario with the goal of applying program takeaways, which they presented at an on-site capstone event.



MEET WITH US TO LEARN MORE

PCS Information Session set for Jan. 12

The community is invited to learn more about professional development programs offered by the University of Delaware's Division of Professional and Continuing Studies (UD PCS) in spring 2023 by attending a free virtual information session on Jan. 12 at 7 p.m.

Although detailed program information can be found on the programs' webpages, the live-online information session allows participants to interact directly with the experts teaching the courses, providing a real-time opportunity for Q&A and feedback.

Each semester, information session participants tell us what a valuable experience it is to hear directly from their prospective instructors, who range from industry experts, business owners, college professors and other veteran educators, graduate degree holders, certified practitioners, and leaders in their fields – all who practice what they preach and are eager to share their knowledge.

Learn about financial assistance options

In addition to program-specific details like industry outlook and course expectations, topics covered at the information session include financial assistance options and career resources available to most students and graduates of UD PCS certificate programs (page 8).

Students in UD PCS noncredit programs may be eligible for financial assistance and discounts. Payment plans, discounts or scholarships are applicable for most programs and include discounts for veterans and members of the military, groups of two or more, professional associations, and UD alumni, students and employees. Students may be eligible for funding from the Elevate Delaware program if they are employed by Delaware businesses with 50 employees or less (page 8).

Participate in event promotions, post on social media

As a side benefit of attending the virtual info session, participants have the opportunity to enter three raffles for registration discounts applicable to most UD PCS noncredit programs. Participants are automatically entered in two of the raffles simply by attending the virtual event and completing the evaluation form. Posting on Facebook or Twitter with the hashtag #UDPCS enters participants in the third discount raffle. For details and rules, visit pcs.udel.edu/raffle.

RSVP is required to participate in the virtual information session. Please see details on this page, or at pcs.udel.edu/info-session.

INFORMATION SESSION

Thursday, January 12 at 7 p.m.

BUSINESS & IT

- Business Analytics Science
- Cybersecurity, Fundamentals and Advanced
- Foundations of Digital Marketing
- Microsoft® Excel
- Nonprofit Management
- Project Management
- Sales Development Science
- Sales Operations Science
- Social Media Marketing

DRONE TRAINING

- Professional Drone Pilot: Ground School and FAA Part 107 Test Prep

EDUCATION

- Instructional Design

FOOD & HOSPITALITY

- Foundations of Brewing Science and Brewery Operations

HEALTHCARE

- Clinical Trials Management
- RN Refresher

LAW

- Paralegal

Visit pcs.udel.edu/info-session for program schedule and to RSVP.





Through spring lifelong learning classes featuring fun and diverse topics

The University of Delaware is proud of its history as one of the earliest and largest lifelong learning programs in the country, hosting Osher Lifelong Learning Institute (OLLI) programs throughout Delaware.

As a volunteer-driven learning cooperative for adults age 50-plus, UD's OLLI program has nearly 2,000 active members and offers classes at locations in Dover, Lewes, Newark, Ocean View and Wilmington, as well as online. With volunteer instructors at the heart of the program, the expertise from their professional careers, educational backgrounds, avocations and passions provide the source material for the breadth and depth of OLLI's class offerings.

While the varied classes are a big draw, members are quick to add that the opportunities for friendship and fun are just as important. "One of the main reasons I like coming to OLLI is the camaraderie," said one member. Social interaction, volunteer opportunities, extracurricular activities, clubs and more are all part of the vibrant OLLI learning community.

Something for everyone

OLLI offers a fun, informal learning environment with a mix of both academic and entertaining subjects, but with none of the stressful ingredients like tests or grades. Favorite OLLI subjects include music, art, history, wellness activities and more. A small sampling of the nearly 300 courses planned for spring 2023 includes:

Art — Card Making, Fiber Arts and Fabric Dyeing, Japanese Flower Arranging, Mosaic Wood Art, Stained Glass, Watercolor

Music and Performing Arts — Broadway Legends, Barn Dance Band, Chorus, Chamber Choir, Guitar Workshop, Orchestra, Recorder Ensemble, Stand up Comedy How-to

General Interest — 21st Century Challenges Through the Eyes of Star Trek, Gardening Speakers, Mah Jongg, Reducing Your Carbon Footprint

History — Hagley Does History!, JFK Assassination, U.S. History Viewed by African Americans

Literature and Writing — Shakespeare, Aspiring Poets, Banned or Challenged Books, Writing Memoirs

General Interest — Electric Vehicle Technology, Genealogy Research, Gay-Lesbian-Bisexual-Trans Films, iPhone Camera & Photos Apps, Inside Our National Parks, Thought-Provoking Films

Languages — American Sign Language, French, German, Italian, Spanish

Wellness and Physical Activity — Pacific Island Dances, International Folk Dance, Yoga, Tai Chi, Walking Groups

Economics, Political Science — China: Evolving Global Order, Investing Club, Elder Law and Estate Planning, Supreme Court and U.S. History

Spring classes start Feb. 6

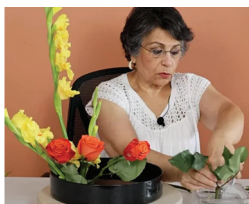
For spring 2023, OLLI offerings include nearly 300 in-person or online classes, including many hybrid or combined offerings, allowing flexible attendance options.

Online classes are offered through the Zoom videoconferencing software, with free training provided to participants.

Classes start Feb. 6 in 13-week, 11-week and five-week sessions, with a second five-week session starting April 3. Registration for spring semester is available Jan. 5–18, with another registration period available Jan. 24–Feb. 17. Gift certificates are available for purchase.

OLLI's newly revised membership structure consists of one flat membership fee of \$250 for the semester, after which members sign up for unlimited classes and activities at all UD OLLI locations and online. Need-based partial financial assistance is available; for details contact the OLLI office at 302-573-4417.

For more information about OLLI, including a complete course listing, visit olli.udel.edu.



UNIVERSITY OF
DELAWARE



FUNDING AVAILABLE FOR NONCREDIT PROFESSIONAL DEVELOPMENT

The Delaware Department of Labor's **Elevate Delaware** program helps fund professional development and training opportunities for individuals and employers. If you meet program eligibility requirements, you could complete a UD professional development noncredit program at no cost to you!

With \$1.5 million allocated to Elevate Delaware, the program is available to individuals who work in Delaware for organizations with fewer than 51 employees. "The Elevate Delaware program provides an excellent

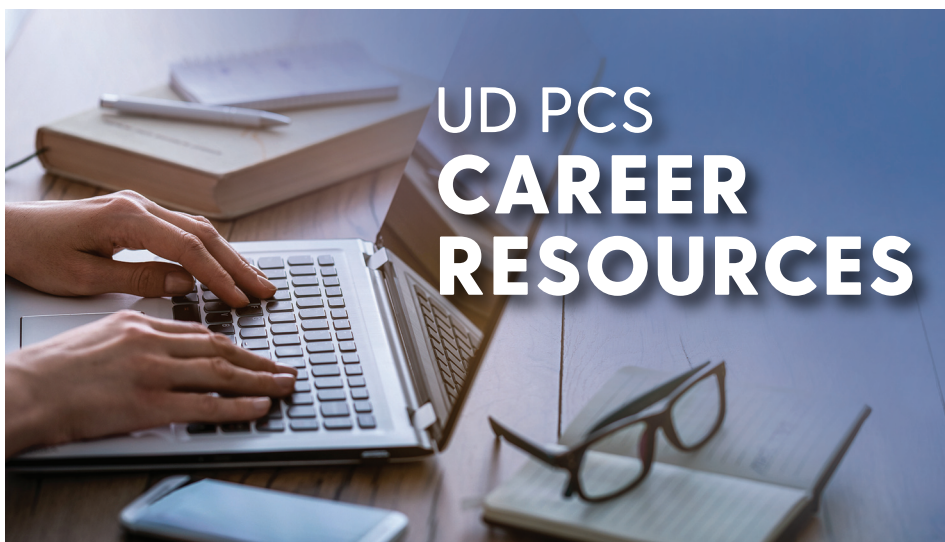
ELEVATE 
DELAWARE 

**Focused on Delaware
small businesses &
their employees**

opportunity for individuals to obtain significant funding to help meet their professional development goals, as well as for employers to obtain support for training and development for their staff and team members," said Vic Wang, director of UD PCS noncredit professional programs.

Providing up to \$10,000 to eligible individuals enrolling in approved noncredit professional development programs, funding may also be available to help Delaware organizations build and facilitate customized UD professional development courses for their employees or members.

For details, visit pcs.udel.edu/elevate-delaware.



UD PCS CAREER RESOURCES

The University of Delaware's Division of Professional and Continuing Studies (UD PCS) recently began offering an expanded suite of career-focused resources to UD PCS certificate program students.

Participants enrolled in designated noncredit professional development programs now have access to resources and tools like resume review, career path coaching and mock interviewing sessions as well as to selected career resources through the UD Career Center.

"This has been a recurring request from both prospective and current students as well as UD PCS graduates and faculty," said Vic Wang, director of UD PCS noncredit professional programs. "They've asked us about extra career resources to help navigate a career change, optimize their job search and maximize potential opportunities that may come with adding a new credential to their resumes," added Wang.

"It's an exciting development," said Debra Fields, the new program manager for UD PCS career services. "In addition to directly providing some great career services to our certificate program students, we've also collaborated with the UD Career Center to enable students' access to important resources that historically have been available primarily to matriculated UD students and alumni."

Since the program's inception, Fields has already worked with about 45 UD PCS certificate program students, assisting with resume review, interview preparation questions and access to other resources.

Resources include assistance with career goal and career path assessment, one-on-one coaching and support while they're enrolled in the UD PCS program, as well as for a follow-up period after program completion.

Students are able to attend UD career and networking events—both in person and virtual – as well as participate in the Handshake network, a database of thousands of internships and jobs posted specifically for UD students and alumni.

In addition to the resources and support offered through the UD PCS career services initiative, students can take advantage of free academic advisement and career exploration provided by the UD PCS ACCESS Center. ACCESS Center services include academic advisement, educational planning and career exploration, all offered at no cost to prospective and existing continuing education students, as well as the larger community.

For more details, including a complete list of UD PCS career services eligible programs, visit pcs.udel.edu/career-services.

- ✓ Career coaching
- ✓ Resume review
- ✓ Mock interviewing
- ✓ UD career/networking events
- ✓ Internship and job database



RETURNING TO UD FROM AFAR

Social media training helps student excel professionally

By Adam S. Kamras

Not knowing what she wanted to do with her life was a key factor in Lauren Conforti's decision to enroll at the University of Delaware as an undergraduate in 2015. Five years later, she reenrolled at UD as a continuing education student because she knew exactly what she wanted to do, how she wanted to do it and what provider she wanted to do it with.

A native of East Hanover, New Jersey, Conforti said she was aware of the University's strong reputation and found it to have an attractive campus with friendly people when she visited as a high school student.

"It is a nice starting place for people who might not know exactly what they want to pursue because there are so many options and avenues you can explore," said Conforti. "I am glad that I chose the University of Delaware. It was a good playing ground for taking different classes."

Conforti's classes led her to a bachelor's degree in English in 2019. As an undergraduate, she participated in a variety of activities, including serving as a UD social media ambassador.

Back at UD from a distance

Following her graduation, Conforti moved back to New Jersey and continued to increase her social media proficiency through part-time jobs. Looking to further develop her skill set and beef up her credentials, she "returned" to her alma mater in fall 2020 as

a virtual student in the UD PCS Fundamentals of Social Media Marketing Certificate program.

"The virtual format was great, and I couldn't have imagined it being in person because the nature of social media work is all online," said Conforti. "It was still personal and focused, and I always joined the Zoom office hours."

UD's name recognition

Though there were many organizations offering social media training, it did not take long for her to decide that the University of Delaware would be the best option for her.

"Some people tout professional development from places I never heard of," said Conforti. "If there is going to be time, money and energy involved, I want it to be at the school that I trust."

Class paves way for full-time job

Shortly after completing the fundamentals program, Conforti began a full-time, remote position with 240 Tutoring, a Texas-based company that offers online study guides to help teachers prepare for certification exams. Initially hired as a customer care agent, she quickly leveraged her newly acquired knowledge from the fundamentals class to transition to 240 Tutoring's first position devoted solely to social media.

Expert instruction

Boosted by the confidence she obtained from the fundamentals class and the desire to excel at her new job, Conforti partici-

pated in the spring 2022 offering of the UD PCS Advanced Social Media Marketing for Business Certificate program. She was eager to take a second class taught by Nancy Dibert, CEO of Epic Marketing Consultants.

"Nancy was great and always available," said Conforti. "We spoke on the phone multiple times, and she was a big selling point for me to do the second program."

Immediately applicable skills

Whereas the fundamentals class made Conforti a stronger candidate for employment, the advanced class enabled her to immediately apply what she was learning to benefit her employer.

"For my assignments, I was sending Nancy posts for my company's real-live social channels," said Conforti. "I took her honest feedback and worked it into my current role. She was a mentor who helped me not only better my professional development but also the development of my company."

Self-paced and customized classes

The Social Media Marketing program has been converted to four self-paced courses that can be started anytime: Fundamentals of Social Media Marketing, Advanced Instagram Marketing, Advanced LinkedIn Marketing and Advanced TikTok Marketing. UD PCS can also provide foundation-level to advanced-level digital and social media marketing training via customized learning.



STUDY WITH FLEXIBILITY

Online offerings allow you to take classes from anywhere at any time

Flexible and online learning at the University of Delaware goes back a long way, to when distance learning meant a working adult student told us he packed a VCR and VHS lecture tapes so he could keep up with his UD engineering coursework while on a business trip to China.

UD counts itself among the leaders of online and distance learning, from its original launch in 1988 with videotaped lectures for a few degree programs, evolving and expanding into today's dynamic virtual classroom. Now encompassing hundreds of classes and new online degrees launched every year, UD's resources and expertise in online learning helped faculty and departments across UD adapt and meet the challenges of a total virtual campus, necessitated during the pandemic.

This year alone, four UD online graduate degree programs have been recognized by *U.S. News & World Report* in its 2022 U.S. News Best Online Programs or Best Online Programs for Veterans lists, ranked on factors like engagement, faculty credentials and training, student excellence, and student services and technologies.

At the University of Delaware, online programs are designed to help students, especially working adults, expand their skills and further their careers. We do this through discovery-based learning, applied research and dynamic skill building. This proven academic approach extends to all of our online degree programs and non-degree courses. When you choose to study with UD, you gain access to our expert faculty and leading-edge curriculum, all with the flexibility that comes with online learning.

Online programs from the University of Delaware are ideal solutions for students and professionals seeking to advance critical skills with a leading research university while accommodating their busy schedules.

Several new online professional develop-



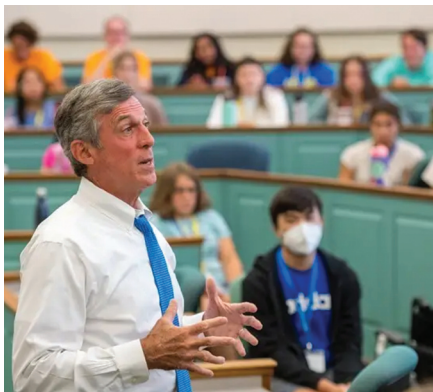
ment certificate programs are launching this spring, including Cybersecurity Fundamentals for Practitioners and Managers (page 14), Advanced Cybersecurity Defense (page 14), Instructional Design (page 20), and three advanced social media marketing certificates covering Instagram, LinkedIn and TikTok (page 17).

We hope to see you in our virtual classrooms. Learn more at pcs.udel.edu and online.udel.edu.

University of Delaware— A TOP-RANKED EDUCATION

- *U.S. News and World Report* names UD No. 38 nationally among top public universities.
- *Kiplinger's*, *Forbes*, *Princeton Review* and *MONEY* rank UD among "best value" schools.
- UD is named among the Top Veteran-Friendly Schools by *U.S. Veterans Magazine*.

Learn more: www.udel.edu/about/facts-figures



HAVING A SAY ON SUMMER VACATION

High school students offer Gov. Carney advice on crucial issues

By Adam S. Kamras

If the 43rd annual Delaware Governor's School for Excellence students were asked to report on what they did on their summer vacation when they returned to their respective high schools throughout the state, they likely gained the attention of their teachers and classmates when they said they gave advice to Delaware Gov. John Carney on important issues like climate change, school safety, mental health and abortion rights.

Carney, who earned a master's degree in public administration from the University of Delaware, returned to his alma mater to spend about 90 minutes in Memorial Hall interacting with the participants in the one-week program that brings together academically and artistically talented Delaware high school students who have completed their sophomore year. Sponsored by the Office of the Governor of the State of Delaware in cooperation with the Delaware Department of Education and UD's Division of Professional and Continuing Studies (UD PCS), the program, which includes lodging and meals, is provided at no cost to the participants, courtesy of the Office of the Governor.

"This is a really great program for all of you," said Carney. "You have been selected because you are leaders in your school right now. You're the kind of people we need to keep our state strong, our economy strong. We are relying on you in the future to

provide the brainpower to keep us going to solve problems."

Recommendations encouraged

Carney, who was welcomed to campus by UD Provost Laura Carlson and Associate Vice Provost for Professional and Continuing Studies George Irvine, said a legislative fellowship program he was chosen for while pursuing his master's was a transformational experience that convinced him to change his career plans from football coaching to public service.

"The biggest challenge we face in my view is how are we going to prepare students like all of you to do the jobs of the future," said Carney.

To address the many challenges he is faced with, Carney seeks input from others like the Governor's School students who were in front of him.

"I take advice," said Carney. "The best thing you can do for me is give me some good advice about a whole range of issues that are important to all of you."

Guided by UD faculty

Luckily for Carney, the students were eager, ready and willing to share their thoughts with him after being prepped for his visit by UD Joseph R. Biden, Jr. School of Public Policy and Administration faculty members Andrea Pierce, Casey Taylor, Philip J. Barnes and Timothy J. Shaffer who

conducted a condensed version of a process followed in their public policy courses.

In this process, students work through a problem-solving procedure to research problems, causes and consequences, and develop a policy proposal for a public official. After practicing their pitches and receiving feedback from Pierce, Taylor, Barnes and Shaffer, the students' final pitches on climate change, school safety, mental health and abortion rights were refined in preparation for the appreciative governor's arrival.

"When you have the opportunity to stand in front of the future of our state and have an interaction like we have had today, that is really pretty special," said Carney.

Pathway to UD

Governor's School is comprised of an academic program and a visual and performing arts program for participants selected via a competitive application process after being nominated by their schools. Throughout the week, students interact with each other in the exploration of leadership, diversity, teamwork and creativity.

Governor's School for Excellence has welcomed more than 4,000 students over the last 43 years, including Delaware Lt. Gov. Bethany Hall-Long who was a member of the inaugural class in 1979. Approximately half of Governor's School participants enroll at the University of Delaware.



POPULAR BEER BREWING CLASS RETURNS

Professional brewmaster shares expertise and passion

By Adam S. Kamras

Like many people reaching the legal drinking age, Brad Adelson bought beer on his 21st birthday; however, he did not—actually could not—enjoy any of it that day. Rather than ordering a bottle or a draft at a pub or purchasing a six-pack or a case at a store, Adelson and a friend invested in a beer-brewing kit and began the multiday brewing process by mixing the ingredients themselves.

Adelson, who was pursuing a bachelor's degree in art with a concentration in photography from San Jose State University at the time, was instantly taken with brewing, which he equated with his major.

"What I love about photography is that it is such a great blend of art and science," said Adelson. "Beer is not only a great blend of art and science, but it's also a

consumable item. Food, science and art all in one, that's what hooked me. The process is so magical."

Adelson was so hooked on brewing that he went back to school to earn a second undergraduate degree in food science and technology at Oregon State University and has not looked back. For over 15 years, he has worked at various breweries around the country. Currently the brewmaster for Lost Planet Brewing Company, he shares his experience, expertise and passion by leading the popular UD PCS Foundations of Brewing Science and Brewery Operations program, which sold out last semester.

Designed to give participants looking to gain entry into the rapidly growing beer industry, or transition roles within it, practical knowledge and hands-on experience to equip them with an upper hand when pursuing brewery jobs, Adelson believes the live-online course beginning Feb. 15 will be eye-opening for anyone who enrolls.

"We cover the brewing process from start to finish," said Adelson. "The biggest goal is for the participants to learn what they



need to be able to show any future boss that they have a pretty good base knowledge of beer. I thought about if I was going to hire somebody who did not need a lot of training, what would I want them to know."

Whether participants are looking to make brewing a full- or part-time career, transition roles in a brewery, take their hobby to the next level or just increase their knowledge, they will be invited to attend an optional in-person session and beer tasting at Delaware Park's 1937 Brewing Company, where they will learn practical, hands-on aspects of the role and familiarize themselves with the brewery space.

Participants in the program, which can also be presented via private, customized learning, must be at least 21 years old.



Spring 2023 courses and programs

BUSINESS AND IT

CREDIT DEGREE | ONLINE

Accounting Practice, Master of Science (M.S.)

Within this AACSB accounting-accredited program, you'll study with renowned faculty to gain a solid understanding of accounting, the assurance function, tax regulations, business law and the business environment and graduate ready to sit for the CPA exam.

CONTACT: 844-237-1338
business.online.udel.edu/sp-map

CREDIT DEGREE | ONLINE

Applied Statistics, Master of Science (M.S.)

This program is designed for working professionals from a range of occupational and educational backgrounds. Students receive training in applied and theoretical statistics and graduate ready to excel in data careers.

CONTACT: 844-247-6251
onlinestats@udel.edu
onlinestats.canr.udel.edu

NONCREDIT CERTIFICATE | ONLINE

Business Analytics Professional Certificate

Delivered online, the Business Analytics Professional Certificate program is taught by industry experts and covers the key areas required to be effective at utilizing data to help an organization optimize its business processes by making better, more informed decisions. In this 10-week course, you will learn key concepts and strategies, get hands-on practice (with feedback from experts) and earn in-demand credentials. Along with creating a Business

Analytics Playbook to help a real-world company leverage data to extract and visualize actionable insights using the latest techniques and industry tools, you will also learn strategic concepts such as data modeling, accessing data with SQL, data visualization and KPI development.

In addition, you'll walk away with hands-on technology experience and be fully prepared to take your Tableau Desktop Specialist Certification exam. Weekly, you should expect to spend four to six hours engaging with on-demand content created by industry experts, including activities and assignments in the online learning portal. Additionally, weekly live-online, one-hour, optional but recommended group sessions are available for engaging in real time with peers, experts and mentors.

WHO SHOULD PARTICIPATE?

- Individuals considering a career in an analytics-related capacity who want to build data-oriented skillsets and gain their Tableau Desktop Specialist Certification
- Business-focused professionals looking to develop new skills to expand career opportunities or improve potential for advancement in marketing, sales, finance, business operations, human resources or other related fields
- Recent graduates looking to gain a big-picture understanding of business analytics and build in-demand skills employers are seeking
- Entrepreneurs looking to grow their business by utilizing skills in data extraction, modeling and visualization

SCHEDULE: Classes start monthly. Please visit our website for schedules.

LOCATION: Online

PRICE: \$1,850, course materials included.

ba.pcs.udel.edu

FREE LIVE-ONLINE INFORMATION SESSION

Thursday, January 12
7–8 p.m.



LEARN MORE Join us for a live-online information session to learn more about spring 2023 professional development programs, speak with instructors and ask questions about the programs you're interested in.

This session will include programs in Business and IT, Drones, Education, Food and Hospitality, Healthcare and Law.

Scan code above, see page 6, or visit pcs.udel.edu/info-session for details.

CREDIT CERTIFICATE | ONLINE OR IN-CLASS

Business Essentials Certificate

Through courses offered both online and on campus, this certificate offers students and working professionals the opportunity to earn a business-related certificate. The program is comprised of four targeted courses from UD's Alfred Lerner College of Business and Economics:

- Economic Issues and Policies
- Survey of Accounting
- Introduction to Business
- Fundamentals of Finance

CONTACT: access-advise@udel.edu
302-831-8843 • pcs.udel.edu/essentials

NONCREDIT CERTIFICATE | ONLINE

NEW! Cybersecurity Fundamentals for Practitioners and Managers Certificate

Start here to learn the concepts, tools and terminology of the field

Cybersecurity is an essential topic for many businesses, schools, banks and other organizations. As our lives evolve online, it is critical to prioritize securing our online identities and assets. Additionally, with online business transactions becoming a standard, every employee must understand how to keep information and their networks safe. Designed to give participants a general awareness of cybersecurity and to familiarize them with basic tools and terminology, this course covers fundamentals of cybersecurity and acts as a starting point into a cybersecurity career. This course provides participants with the foundational skills and vocabulary enabling pursuit of further training or certification, in preparation for entry into the cybersecurity field.

Topics include:

- Cybersecurity terms
- Networking
- Attacks, vulnerabilities, threats
- Security assessments, mitigation and penetration testing
- Cybersecurity framework
- Risk assessments

WHO SHOULD PARTICIPATE?

- Anyone interested in a career change who possesses an interest in technology and security
- No prior cybersecurity experience is required.

SCHEDULE: Self-paced course with seven optional live-online, instructor-led sessions on Tuesdays, March 9–April 27, 2023.

LOCATION: Online

PRICE: \$1,495. *Scholarships and potential discounts available including: Early registration, Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/cybersecurity-fundamentals

NONCREDIT CERTIFICATE | LIVE-ONLINE

NEW! Advanced Cybersecurity Defense Certificate

Hands-on techniques and tools addressing real-world challenges

Data and information are the building blocks of today's organizations. Most security experts no longer speculate as to whether an organization will be targeted, rather when and how. It is imperative that corporations stay ahead of the next cyberattack. This program is designed to advance participants' cybersecurity literacy and provide practical hands-on skills with proven techniques for assessing risk and safeguarding data. Participants will apply cybersecurity concepts to complete advanced technical challenges utilizing tools that are employed in the field today. This program is designed to serve as a steppingstone for entry into the cybersecurity industry.

Topics include, but are not limited to:

- Command line interfaces
- Packet sniffing
- Penetration testing
- Network firewalls
- Intrusion detection
- Vulnerability scanning
- SQL Injection
- Cryptography
- Digital forensics
- System hardening
- Reverse engineering

WHO SHOULD PARTICIPATE?

- Anyone interested in advancing their knowledge of cybersecurity utilizing real-world tools and hands-on exercises
- Some prior cybersecurity knowledge is beneficial

SCHEDULE: Live-online, instructor-led sessions on Wednesdays, February 15–May 24, 2023.

LOCATION: Online

PRICE: \$2,195. *Payment plan, scholarships and potential discounts available including: Early registration, Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/cybersecurity-defense

NONCREDIT COURSE | ONLINE

Foundations of Digital Marketing Certificate

Meet your audience online

What is digital marketing and why does it matter to businesses? How can you incorporate digital into your marketing mix to meet your audience online? The objective of this course is to introduce foundational marketing concepts needed for digital marketing. Participants will learn to:

- Define digital marketing terms
- Differentiate between the characteristics of traditional and digital marketing
- Differentiate among inbound and outbound marketing strategies
- Distinguish between the different digital channels and the opportunities they provide for business online
- Distinguish examples of digital media used in digital marketing
- Coordinate a competitive analysis
- Differentiate between types of benchmarking
- Conduct a SWOT analysis
- Develop a brand standard
- Discover target audiences and craft audience personas
- Create customer journey maps and marketing funnels
- Craft a brand story

WHO SHOULD PARTICIPATE?

- Anyone involved in the planning, implementation or measurement of digital strategies or who would like to pursue a career in these areas

SCHEDULE: Self-paced class can be started anytime.

LOCATION: Online

PRICE: \$495. *Potential discounts available including: Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/digital-marketing

CREDIT DEGREE | ONLINE

International Business, Master of Science (M.S.)

This degree prepares professionals for leadership in international business, with emphasis on strategic, financial and managerial roles. Participants customize their program with coursework drawn from accounting, economics, finance, marketing, entrepreneurship and analytics.

CONTACT: 844-237-1338
business.online.udel.edu/msib

CREDIT DEGREE | ONLINE

Master of Business Administration (MBA)

The Online MBA program allows participants to engage in thoughtful learning with outstanding faculty and students, maximizing real-world knowledge to equip them with the skills and knowledge needed to excel in today's global market. Graduates can add a powerful, AACSB-accredited MBA to their resume in as few as 16 months, with concentrations in business analytics, finance, healthcare management, international business and strategic leadership. Five start dates per year.

CONTACT: mbaprogram@udel.edu
 844-237-1338 • mbaonline.udel.edu

MICROSOFT® EXCEL

Regardless of your role in an office, there is a good chance you need to be proficient in the use of Microsoft® Excel. With more than 2 million recent employment postings requiring Microsoft® Excel ability, it is one of the most in-demand occupational skills. The software's broad range of applications can be utilized for everything from simple number-crunching to complex business decisions. Our foundational and advanced classes are designed to equip you with the skills needed in today's job market.

All students should have Microsoft® Excel 365 or a previous version.

NONCREDIT COURSE | LIVE-ONLINE

Microsoft® Excel Essentials

Gain the foundational skill set needed to navigate throughout the Microsoft® Excel application with confidence and acquire familiarity with Excel's data management capabilities. Learn to summarize datasets and prepare a workbook for distribution on a professional level.

WHO SHOULD PARTICIPATE?

- Students, recent graduates and other job seekers who are looking to add marketable skills to their resumes
- Anyone wishing to learn the fundamental operations of Excel

SCHEDULE: Tuesdays, March 7–April 4, 2023, 6–9 p.m.

LOCATION: Live-online

PRICE: \$495, course materials included.

Potential discounts available, including:
Early registration, Military, UD student or alum, 2 or more (group).

pcs.udel.edu/ms-excel

NONCREDIT COURSE | LIVE-ONLINE

Microsoft® Excel Advanced Concepts

Gain the skill set needed to work with complex datasets using advanced functions and formulas in Microsoft® Excel. Learn to present data insights using advanced charting techniques, set up forms for collaborative workplace projects, and prepare interactive pivot tables for distribution on a professional level.

WHO SHOULD PARTICIPATE?

- Students, recent graduates and other job seekers with Excel skills who wish to learn advanced Excel concepts

SCHEDULE: Tuesdays, April 11–May 9, 2023, 6–9 p.m.

LOCATION: Live-online

PRICE: \$495, course materials included.

Potential discounts available, including:
Early registration, Military, UD student or alum, 2 or more (group).

pcs.udel.edu/ms-excel

NONCREDIT CERTIFICATE | LIVE-ONLINE

Project Management Certificate

Learn project management best practices and theories for Waterfall, Agile and Hybrid methodologies

Successful companies and organizations in all fields use project management to achieve breakthrough results. The powerful and versatile tools of project management are transferable to any work environment and can be used to manage any project. Participants in this course learn by applying these tools and experiencing both the art and science of managing a successful project through the project life cycle. Whether you are new to the project management discipline or looking to formalize your project management experience, this course provides current foundational knowledge to boost your project management skills. Participants will define a project and explore best practices in predictive (Waterfall), adaptive (Agile) and Hybrid project methods, applying the tools required for successful project delivery. Students acquire a set of functional tools and techniques that can immediately be applied in the workplace.

This course provides current foundational knowledge and offers an opportunity to earn the professional development units (PDUs) required by the Project Management Institute (PMI®) to maintain certifications or earn the contact hours needed to apply for a certification exam. While delivering best practices, this course is not specifically designed for exam preparation. The curriculum is aligned with the current PMP® exam content outline and applies principles from the PMBOK® (A Guide to the Project Management Body of Knowledge®) and the PMI® Agile Practice Guide, as well as references from other leading publications.

WHO SHOULD PARTICIPATE?

- Newly promoted/aspiring project managers
- Project leaders interested in achieving the next level of management skills
- Project managers seeking to meet the project management education hours

requirement for the Project Management Institute's PMP® or CAPM® certifications

- Anyone seeking to better understand fundamental project management principles to increase project success, whether personal or professional

SCHEDULE: Wednesdays, February 15–April 19, 2023, 6–9:30 p.m.

LOCATION: Live-online

PRICE: \$2,595. **Payment plan, scholarships and potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group).**

pcs.udel.edu/project

NONCREDIT CERTIFICATE | ONLINE

Sales Development Science Certificate

The explosion of new technologies has transformed selling activities within any sales team. Tools, data, analytics, protocols and processes now play as big a role as persuasion and persistence. The Sales Development Science Certificate explores the science behind these activities and the data-driven strategies for developing, managing and converting sales leads and pipeline into revenue. Delivered online, this 10-week course is taught by industry experts and covers all of the key areas required to sell more efficiently and effectively. Along with creating a Sales Development Playbook to advance a real-world company's sales team efforts for increased sales performance and revenue, you will learn strategic concepts such as data management, customer value proposition and insights, customer personas and prospecting, pipeline management, and opportunity development. In addition, you will have access to a live Salesforce developer instance where you'll work hands-on in the industry-leading CRM technology. You will walk away with a curated collection of Salesforce Trailhead badges to highlight your new skills and knowledge. Weekly, you should expect to spend four to six hours engaging with on-demand content created by industry experts, including activities and assignments in the online learning portal. Additionally, weekly live-online, one-hour, optional but

recommended group sessions are available for engaging in real time with peers, experts and mentors.

WHO SHOULD PARTICIPATE?

- Individuals considering a career in a sales-related capacity who want to build new skill sets and gain in-demand Salesforce Trailhead badges
- Early-stage sales or business-focused professionals looking to fill in their knowledge and skills gaps and upgrade long-term growth potential
- Entrepreneurs and small business owners looking to maximize lead, pipeline development and revenue generation

SCHEDULE: Classes start monthly. Please visit our website for schedules.

LOCATION: Online

PRICE: \$1,250, course materials included.

salesdev.pcs.udel.edu

NONCREDIT CERTIFICATE | ONLINE

Sales Operations Science Certificate

The Sales Operations Science Certificate program is uniquely designed to give you the skills and applied learning experience to kick-start your career or take it to the next level in just 10 weeks. Delivered fully online, this comprehensive program is taught by industry experts and covers all the key areas required to be effective at driving the productivity and capacity of a company's selling resources. Along with creating a Strategic Sales Operations Playbook to help a real-world company engage with more prospects, produce more pipeline, improve key processes, make the most of its data and generate more revenue, you will walk away with a curated collection of Salesforce Trailhead trails and badges, including Sales Performance Analysis, Sales Team Enablement, Territory Management, Formulas and Validations, Reports and Dashboards, and Data Management. Weekly, you should expect to spend four to six hours engaging with on-demand content created by industry experts, including activities and assignments in the online learning portal. Additionally, weekly live-online, one-hour, optional but recommended group sessions are

available for engaging in real time with peers, experts and mentors.

WHO SHOULD PARTICIPATE?

- Recent college graduates considering a role in a sales capacity
- Those aspiring to enter or reenter a sales-related profession and wanting to build new skill sets and earn related Salesforce credentials
- Sales, sales operations or business analyst professionals with one to three years of experience looking to upgrade their skill sets and long-term growth opportunities
- Working professionals looking to make a shift into sales operations or expanding potential by becoming more knowledgeable about other aspects of a business, such as finance, business operations or other related areas
- Anyone who wants to acquire new and in-demand technology skills in a sales role

SCHEDULE: Classes start monthly. Please visit our website for schedules.

LOCATION: Online

PRICE: \$1,250, course materials included.

salesops.pcs.udel.edu

SOCIAL MEDIA MARKETING

The following four social media marketing programs are designed for:

- Business owners who want to utilize or optimize social media marketing to reach their clients
- Aspiring social media managers
- Marketing and communication professionals
- Consultants
- Nonprofit employees and volunteers
- Sales professionals
- Anyone looking to start a social media marketing business

NONCREDIT CERTIFICATE | ONLINE

Fundamentals of Social Media Marketing Certificate

In today's ever-changing landscape, organizations need effective social media marketing strategies to reach their full potential. This program introduces students to leveraging social media to build and extend brand awareness, increase visibility, engage current and potential customers, cultivate brand ambassadors, gain new customers, promote growth and support organizational goals.

Students will learn the fundamentals and best practices—monitoring and listening, audience engagement, content curation, campaign planning and execution, tools and resources, and measuring results—for using social media for marketing on current, new and emerging platforms, including Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube and Pinterest. As they explore utilizing social media to support organizational goals, students will view presentations and materials at their convenience and receive detailed feedback on assigned knowledge checks throughout the self-paced course. They can also schedule a time to meet with the instructor for further discussion.

SCHEDULE: Self-paced class can be started anytime.

LOCATION: Online

PRICE: \$495. *Potential discounts available, including: Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/socialmedia

NONCREDIT CERTIFICATE | ONLINE

Advanced TikTok Marketing Certificate

Brands, businesses and organizations looking to connect with influencers and creators should be focusing their efforts on TikTok. The popular social media platform has over 1 billion monthly active users. With the introduction of TikTok Shopping, businesses, brands and organizations have abundant opportunities to engage with

new, younger audiences.

UD's Advanced TikTok Marketing course is for students with fundamental to midlevel social media marketing skills and covers:

- Creating successful strategies
- Optimizing a TikTok profile
- Creating authentic, compelling content
- Growing an engaged audience
- Identifying paid advertising opportunities

Participants will receive in-depth, hands-on experience researching, planning, developing, integrating, executing and analyzing the outcomes of comprehensive TikTok marketing strategies, such as Advanced Matching, Branded Effects and Branded Hashtag Challenges. Students will also learn about paid advertising opportunities with TopView ads, In-feed ads and Brand Takeover ads, and they will master skills to examine trends among users in their target audience, create marketing that is authentic and fits the brand of the organization, participate in TikTok challenges, and coordinate analytic metrics with content strategy.

SCHEDULE: Self-paced class can be started anytime.

LOCATION: Online

PRICE: \$495. *Potential discounts available, including: Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/socialmedia

NONCREDIT CERTIFICATE | ONLINE

Advanced Instagram Marketing Certificate

Instagram emerged as a social media titan in 2010 and has never looked back.

It is the ideal social media marketing platform for people who own a small business, restaurant or hotel as well as for businesses selling bespoke items, service industry organizations, tourist destinations and more. With over 2 billion monthly active users, Instagram is continuing to shape the landscape of social media brand-building and commerce. Studies have shown that people spend up to 30 minutes a day on Instagram, and Instagram Shopping tools can bump sales up by over 300%.

UD's Advanced Instagram Marketing

course is for students with fundamental to midlevel social media marketing skills and covers:

- Optimizing an Instagram Business profile
- Advanced channel features
- Shopping tools like the Shop tab
- Product tags
- Live shopping
- Instagram checkout
- Shopping ads

Participants will receive in-depth, hands-on experience researching, planning, developing, integrating, executing and analyzing the outcomes of comprehensive Instagram marketing strategies. They will learn how to connect an Instagram account to Meta Business Suite, design and launch Instagram ad campaigns, and add an Instagram Shop to an account.

Students will also learn the importance of optimizing an Instagram profile, setting effective social media goals, developing a distinctive brand voice and aesthetic, and how to efficiently use Reels and Stories to boost engagement. In addition, how to use engaging hashtags, promote products, hold classes and host a live Q&A session using Instagram's Live video, along with the importance of partnering with influencers and running contests and giveaways, are also addressed.

SCHEDULE: Self-paced class can be started anytime.

LOCATION: Online

PRICE: \$495. *Potential discounts available, including: Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/socialmedia

NONCREDIT CERTIFICATE | ONLINE

Advanced LinkedIn Marketing Certificate

With more than 800 million members worldwide and over 58 million registered companies, LinkedIn is arguably the premier social media tool for business-to-business marketing. Built primarily for business networking, savvy marketers can use LinkedIn for B2B lead generation and other marketing opportunities.

UD's Advanced LinkedIn Marketing course is designed for students with fundamental

to midlevel social media marketing skills and covers:

- Optimizing a business profile or company page
- Creating custom content
- Building brand awareness
- Leveraging advanced channel features
- Utilizing LinkedIn Groups
- Audience targeting
- Retargeting ads
- LinkedIn InMail

Participants will receive in-depth, hands-on experience researching, planning, developing, integrating, executing and analyzing the outcomes of comprehensive LinkedIn marketing strategies. They will learn how to use LinkedIn to tell their company story, promote their products or services, and use branded video campaigns to increase awareness and engagement.

SCHEDULE: Self-paced class can be started anytime.

LOCATION: Online

PRICE: \$495. **Potential discounts available, including: Military, UD student or alum, 2 or more (group).**

pcs.udel.edu/socialmedia

NONCREDIT COURSES | ONLINE

Self-Paced Programs

In collaboration with MindEdge, a leader in online education founded by Harvard University and Massachusetts Institute of Technology educators in 1998 with a mission to improve the way the world learns, we are pleased to offer the following programs that enable you to learn anytime, anywhere and across multiple devices. Check our website for the full list of offerings as new programs may be added based on demand.

- AEM®/CEM® Prep (U.S. version)—\$399
- Agile Certified Practitioner (PMI-ACP)® Exam Prep—\$549
- aPHR™ Exam Prep—\$395
- CAPM® Exam Prep Course—\$599
- Certified Global Business Professional (CGBP) Exam Prep—\$799
- Challenges for Agile Teams—\$179
- CISSP® Exam Prep—\$599
- CompTIA Project+® Exam Prep Course—\$250

- CompTIA Security+® Exam Prep—\$399
- Foundations of Finance Essentials—\$495
- Foundations of Human Resource Management—\$495
- GED® Test Prep Four-Part Bundle—\$99
- Integrating Agile into a Waterfall Environment—\$125
- Introduction to Agile—\$299
- Introduction to Emergency Management in the U.S.—\$249
- Lean Basic—\$299
- Lean Six Sigma Basics—\$799
- LEED® Green Associate V4™ Exam Prep—\$329
- Microsoft® Project Basics—\$99
- Microsoft® Project Intermediate—\$99
- PgMP® Exam Prep Course—\$599
- PHR® Exam Prep—\$395
- Principles of Scrum—\$349
- Project Risk Management: PMI-RMP® Exam Prep—\$599
- Six Sigma Basics—\$499

Foundations of Business Communication Bundle—\$395

- Communicating Collaboratively—\$99
- Effective Business Writing—\$99
- Effective Emails, Memos and Letters—\$99
- Effective Presentations—\$99
- Effective Public Speaking—\$99

Foundations of Managing Change and Resolving Conflict Bundle—\$695

- Communicating Collaboratively—\$99
- Emotional Intelligence for Managers—\$99
- Handling Difficult Employee Behavior—\$250
- Handling Workplace Conflict—\$99
- Leading and Managing Change—\$99
- Negotiations: Resolving Disputes—\$99

Foundations of Negotiation Bundle—\$249

- Introduction to Negotiations—\$99
- Negotiations: Making Business Deals—\$99
- Negotiations: Resolving Disputes—\$99

Project Management Professional Development Unit Bundles

- Leadership PDU Bundle—\$299
- Strategic PDU Bundle—\$299

LOCATION: Online

Potential discounts available, including: Bundled rates, Military, UD student or alum, 2 or more (group).

pcs.udel.edu/self-paced

CREDIT CERTIFICATE | ONLINE

Socially Responsible and Sustainable Apparel Business, Graduate Certificate

This graduate credit certificate program addresses cutting-edge labor and environmental issues in the global textiles and fashion apparel industry. Coursework is grounded on the principles of the United Nations (UN) Global Compact. The program provides the foundation needed to manage international production, sourcing, supply chain, product development and buying in ways that are socially responsible and sustainable.

CONTACT: 302-831-8713

shenglu@udel.edu

fashion.udel.edu/graduate/graduate-certificate

CREDIT DEGREE | ONLINE

Strategic Communication, Master of Arts (M.A.)

By evaluating past media campaigns and their results, conducting competitive research, and designing new campaigns based on insights from student analysis, this degree focuses on the tactics necessary to craft persuasive messaging. Graduates are prepared to advance in their current career or take on new roles in strategic communication, public relations, digital media or social media management. Students can pursue concentrations in either public relations or digital and social media as well as customize electives to design a program that best matches their career goals.

CONTACT: 844-237-1338

stratcomm.online.udel.edu

CREDIT CERTIFICATE | ONLINE

Strategic Communication, Graduate Certificate

This certificate provides professional education and training at the graduate level, focusing on the basic principles of strategic communication; the theoretical background necessary to understand how to create effective public relations, social media and strategic communication campaigns; and the methodological skills required to test and understand the effectiveness of campaigns.

CONTACT: taralynn@udel.edu

DRONE TRAINING

NONCREDIT COURSE | LIVE-ONLINE

Professional Drone Pilot: Ground School and FAA Part 107 Test Prep

Are you certified?

Legally flying a drone for commercial use requires a Federal Aviation Administration (FAA) Part 107 remote pilot certificate. Dedicated to serving all aspiring professional drone pilots, UD PCS has prepared over 200 individuals for this valuable certification since the inception of its award-winning program in 2018. During this intensive course, flight instructors provide comprehensive live-online classroom training by addressing regulations, airspace, weather, loading and performance, operations, and other vital topics.

The program can also be presented to groups of any size via private, on-site delivery.

SCHEDULE: Saturday, March 18, Sunday, March 19 and Saturday, March 25, 2023, 8 a.m.–1 p.m.

LOCATION: Live-online

PRICE: \$395. *Scholarships and potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group).*

pcs.udel.edu/drones

EDUCATION

CREDIT DEGREE | HYBRID-ONLINE

Economics and Entrepreneurship for Educators, Master of Arts (M.A.E.E.E.)

This hybrid-online plus on-campus program focuses on preparing educators to teach economics, entrepreneurship and personal finance. The M.A.E.E.E. equips educators with a solid foundation in economic theory and a set of teaching strategies to inspire students to become effective participants in the economy, successful entrepreneurs, responsible consumers and wise investors.

CONTACT: asarta@udel.edu
302-831-2559

lerner.udel.edu/programs/masters-programs/economics-and-entrepreneurship-for-educators-ma

CREDIT DEGREE | ONLINE

Educational Technology, Master of Education (M.Ed.)

Based on the assumption that new media and the internet can have a positive effect on teaching and learning, this degree provides both a theoretical and a practical grounding in educational technology methods and techniques, emphasizing theories of teaching and learning that support these methods. To demonstrate mastery of the program's goals, all candidates complete the same series of seven program assessments. Depending on the student's career path, these assessments are evaluated by rubrics developed according to standards of the International Society for Technology in Education (ISTE) or the Association for Educational Communications and Technology (AECT).

CONTACT: 302-831-2396
education.udel.edu/masters/edtech

FREE LIVE-ONLINE INFORMATION SESSION

**Thursday, January 12
7–8 p.m.**



Join us for a live-online information session to learn more about spring 2023 professional development programs, speak with instructors and ask questions about the programs you're interested in.

This session will include programs in Business and IT, Drones, Education, Food and Hospitality, Healthcare and Law.

Scan code above, see page 6, or visit pcs.udel.edu/info-session for details.

CREDIT DEGREE | ONLINE

Exceptional Children and Youth, Master of Education (M.Ed.)

With perennial shortages in the field of special education, this program is aimed at developing teachers and education professionals committed to serving children and youth with disabilities. Concentrations are available in Elementary Special Education and Secondary Special Education. This program is appropriate for teachers with a certificate in either general or special education who wish to develop advanced knowledge and skills as well as other education professionals wishing to pursue an advanced degree in the disability field. A five-course program for Delaware teachers meets requirements for Delaware certification as a Teacher of Exceptional Children Grades K-12.

CONTACT: kritchey@udel.edu
education.udel.edu/masters/exc-online

CREDIT DEGREE | ONLINE

Literacy, Master of Education (M.Ed.)

This program is for K-12 teachers wishing to prepare for certification as reading or literacy specialists. Current teachers and educators will study the theoretical and evidenced foundations of reading and writing development, learn to plan culturally and linguistically relevant literacy instruction for all students, and support students and teachers in the use of digital literacy tools. Career opportunities include reading and literacy specialist positions in school districts as well as English language arts (ELA) positions in K-12 schools.

CONTACT: dcoker@udel.edu
education.udel.edu/masters/literacy

CREDIT DEGREE | ONLINE

Teacher Leadership, Master of Education (M.Ed.)

Today's ever-changing educational landscape requires teachers who are equipped to be leaders in the classroom, able to foster collaboration within the school and community, and to understand and implement policies that impact students in K-12 classrooms, private schools, preschools, higher education and home schooling. This program provides teachers with the insights, knowledge and skills needed to better manage their classrooms, improve student outcomes and enhance their own professional growth as well as guide their peers toward more effective teaching strategies.

CONTACT: karchmer@udel.edu
education.udel.edu/teacherleadership

CREDIT COURSE | IN-CLASS

Alternative Routes to Teacher Certification (ARTC)

ARTC offers an alternative route to traditional teacher certification in Delaware. Through ARTC, qualified individuals complete certification requirements while employed as full-time teachers via education coursework and intensive, school-based supervision and mentoring. For details, see artc.udel.edu.

NONCREDIT COURSE | LIVE-ONLINE

Praxis Core Live-Online and On-Demand Online Test Prep

The Praxis Core Math 5733 Live-Online and Reading and Writing 5713/5723 On-Demand Online Test Prep courses are designed to help you improve your skills, confidence and score, all of which increase your chance of admission into the teacher preparation or certification program of your choice.

pcs.udel.edu/praxis-test-prep

NONCREDIT CERTIFICATE | ONLINE

NEW! Instructional Design Certificate

Prepare for growing opportunities in the field of digital and online learning

This online program is designed for anyone who wants to become an instructional designer. The hands-on, applied training method focuses on providing the opportunity to build out a portfolio of instructional design projects. Estimated time to complete the full three-course program is 10 months. Participants can take some or all of the courses based on their professional background and experience.

- **Foundations of Instructional Design** focuses on foundational knowledge for instructional designers, including major learning theory principles applicable to

instructional systems design, analysis of learner needs and use of authoring tools.

- **Curriculum Development for Instructional Design** focuses on curriculum design, including alignment of learning objectives, practice and assessments, and the evaluation of eLearning modules.
- **E-learning and Course Development for Instructional Design** focuses on developing e-learning modules and applying multimedia design principles, instructional design frameworks, project management for designers, and addressing feedback for continuous improvement.

Foundations of Instructional Design starts March 20. The remaining two courses will be launched in fall 2023.

WHO SHOULD PARTICIPATE?

- Individuals considering a career in instructional design
- Anyone who wants to leverage instructional design principles to design an effective digital learning experience to meet professional or personal goals.
- Anyone who wants to learn how to apply multimedia skills

SCHEDULE: March 20-May 19, 2023

LOCATION: Online

PRICE: \$1,995 per course. **Scholarships and potential discounts available, including Early registration, Military, UD student or alum, 2 or more (group).**

pcs.udel.edu/instructional-design

PROFESSIONAL CERTIFICATION PROGRAM

UD Montessori Teacher Residency (UDMTR)

Looking to build a child-centered, creative learning environment in your school, district or classroom?

The University of Delaware's Montessori teacher training program combines in-school teacher residency with coursework and coaching to provide comprehensive teacher preparation. UDMTR is currently an Applicant in Good Standing with MACTE (Montessori Accreditation Council for Teacher Education). Once fully accredited, and

upon successful completion of the program, participants receive a MACTE-accredited diploma. UD's program is relevant for public and independent Montessori schools and teachers interested in training for the Montessori classroom or expanding Montessori opportunities in their schools. UDMTR provides support to existing Montessori schools with coaching and professional development tailored to each school's needs. In partnership with Montessori Works—Delaware, UDMTR supports the development of new Montessori PreK–6 district and charter schools and early childhood programs.

In addition, we are planning a series of professional development programs for teachers and schools. We are proud to be partnering with First State Montessori Academy and Sussex Montessori Charter School. The next teacher cohort launches summer 2023.

pcs.udel.edu/udmtr

ENGINEERING AND SCIENCE

CREDIT CERTIFICATE | ONLINE

Applied Bioinformatics, Graduate Certificate

Bioinformatics is an emerging field where biological and computational disciplines converge, leading to job opportunities in rapidly growing fields like biomedicine, pharmaceuticals, healthcare, agriculture and data analytics. This four-course program is aimed at working professionals in the life sciences or data sciences who wish to gain knowledge and practical experience in bioinformatics. Focused on real-world applications, students will learn in an interactive, experiential and multidisciplinary team environment from nationally and internationally renowned researchers and practitioners in the field. No previous programming or database experience is required, but a familiarity with molecular biology concepts is recommended.

CONTACT: bioinformatics@udel.edu
bioinformatics.udel.edu/ABNF-CERT

CREDIT CERTIFICATE | ONLINE

Biomedical Informatics and Data Science, Graduate Certificate

Bioinformatics is an emerging field where biological and computational disciplines converge, leading to job opportunities in rapidly expanding fields of study with applications ranging from genomics to pharmaceutical, health informatics and biomedical research, having the potential to impact all areas of scientific research. This four-course program is aimed at working professionals in the life sciences or data sciences, or as a complement to other UD degree programs, who wish to gain knowledge and practical experience in fields where biomedicine, precision medicine, health informatics and data science intersect. Focused on real-world applications, students will learn in an interactive, experiential and multidisciplinary team environment from nationally and internationally renowned researchers and practitioners in the field. No previous programming or database experience is required, but a familiarity with molecular biology and statistics is recommended.

CONTACT: bioinformatics@udel.edu
bioinformatics.udel.edu/BIDS-CERT

CREDIT CERTIFICATE | ONLINE

Composites Manufacturing and Engineering, Graduate Certificate

Design rules for composite materials are fundamentally different than for traditional materials, with the engineer tailoring the material structure at the micro- and nano-scales to achieve desired mechanical and physical properties. This program is intended to provide the practicing engineer a strong foundation in the processing-structure-property relations in advanced fiber composites. UD's Center for Composite Materials and Department of Mechanical Engineering are internationally recognized as leaders in

composites research and education.

CONTACT: me-gradinfo@udel.edu
me.udel.edu/academics/graduate/graduate-certificate-in-composites-manufacturing-engineering

CREDIT CERTIFICATE | ONLINE

Cybersecurity, Graduate Certificate

Why study cybersecurity? Whether working in IT, engineering, computer science or even business, almost everything you are likely to work on in your career will need to incorporate security considerations—whether a computer system, a network, an information system or some other product or service. As such, an understanding of security should be part of any technology or business education going forward. In this three-course introduction to the field of cybersecurity, which you can later apply to a master's degree, you will learn key principles and practices as seen in the real world. Understand CIA (confidentiality, integrity and availability), the NIST Cybersecurity Framework, practical cryptography, hands-on practice evaluating and securing a real computer system (Linux, Windows), and building and configuring defensive systems such as firewalls, intrusion detection systems, VPNs and SIEMs on your own laptop using virtual machine technology, and be able to sift through the millions of daily warnings, of which only a few are a real threat.

CONTACT: 302-831-2406
ece.udel.edu/graduate/cybersecurity-certificate

CREDIT DEGREE | ONLINE

Cybersecurity, Master of Science (M.S.)

Protect your organization from malware and data breaches with career-enhancing education from a National Security Agency (NSA) and Department of Homeland Security (DHS) designated National Center of Academic Excellence in Cyber Defense Education. After seeking input from the U.S. Department of Defense, the U.S. government,

the financial services industry and other Fortune 500 corporations, the University of Delaware designed and created a unique and modern program for cybersecurity education. This third-generation cybersecurity education program stresses student hands-on experiences to create lasting reinforcement of the expanding body of knowledge of computer and network security now known as cybersecurity. Learn key cybersecurity principles, how to evaluate and protect systems, and write security software, digital forensics, and applied cryptography from faculty and industry experts. This 10-course program combines security industry best practices, underlying theory such as cryptography, and critical hands-on-keyboard experience to address today's cybersecurity issues as an in-demand specialist.

CONTACT: 302-831-2406
ece-info@udel.edu
online.ece.udel.edu/masters-in-cybersecurity-online/

CREDIT DEGREE | ONLINE

Electrical and Computer Engineering, Master of Science (M.S.)

Build your expertise in math, engineering and data science with a program focused on skill building across signal processing, data analytics, communication and cybersecurity to prepare you to lead solution development in data and communications. In addition to the master skill set of electrical and computer engineering, the program strongly focuses on the critical insights you will need to secure, protect and implement the systems you create. Developed by a faculty with diverse corporate and research backgrounds, this flexible program is for those with prior degrees in electrical, computer or mechanical engineering, or computer science or mathematics, and can be completed in as few as two years.

CONTACT: 302-831-2406
ece-info@udel.edu
online.ece.udel.edu/msece-online/

CREDIT DEGREE | ONLINE

Mechanical Engineering, Master of Science (MSME)

This online program is comprised of 30 credits covering not only the foundations of solid mechanics, fluid mechanics, heat transfer and dynamics but also electives in biomechanics, clean energy and environment, composite materials and manufacturing, energy-efficient mobility systems and smart cities, robotics and controls, and more. Program faculty are the same world-class, awarded faculty who teach in the full-time, campus-based program.

CONTACT: me-gradinfo@udel.edu
me.udel.edu/academics/graduate/msme-online

CREDIT CERTIFICATE | ONLINE

Minerals, Materials and Society, Graduate Certificate

The 15-credit program is designed to equip students with the skills necessary to obtain jobs in the growing field of sustainable supply chain management and environmental and social responsibility, and to become world leaders and game changers in this arena. Among the first programs of its kind in the United States that takes an interdisciplinary approach to linking science and policy issues associated with mineral and material sourcing, it builds on UD's strengths in earth science as well as in material science, energy policy, fashion and apparel studies and a range of social science disciplines.

CONTACT: saleem@udel.edu
sites.udel.edu/ceoe-mms

NONCREDIT SHORT COURSE | ONLINE

Progressive Composite Damage Modeling in LS-DYNA

Offered by UD's Center for Composite Materials, this course is relevant for engineering and science professionals who wish to expand their knowledge of the mechanics of composite materials, including theory and practice of the MAT162 composite damage model with applications to low and intermediate impact velocities, understanding the LS-DYNA programming parameters related to impact-contact, damage evolution, perforation and penetration of thin- and thick-section composites.

SCHEDULE: March 20, 2023 and July 17, 2023, 9 a.m.–4 p.m.

LOCATION: Online webinar

PRICE: \$695, includes electronic file download of course material

ccm.udel.edu/software/mat162/mat162_workshop

CREDIT CERTIFICATE | ONLINE

Railroad Engineering, Graduate Certificate

The program prepares participants to meet railroad industry employers' expectations regarding knowledge of railroad and rail transit and is designed for engineering professionals working in the area of railroad engineering or for those desiring to expand their knowledge of railroad engineering and related engineering disciplines with the goal of advancement in the railroad industry.

CONTACT: cee-info@udel.edu
railroadengineering.engr.udel.edu/courses/

FOOD AND HOSPITALITY

NONCREDIT CERTIFICATE | LIVE-ONLINE

Foundations of Brewing Science and Brewery Operations

This popular course sold out last semester!

According to the Brewers Association, the record high of 9,118 craft breweries in the United States in 2021 represented a 60% increase from 2016 when there were just 5,713 craft breweries in the country. With the surge of craft breweries showing no signs of slowing down, trained brewers are in high demand.

This course is designed to give participants looking to gain entry into the rapidly growing beer brewing industry, or transition roles within it, practical knowledge and hands-on experience to equip them with an upper hand when pursuing brewery jobs. In addition, it provides a scientific yet fun-filled opportunity for home-brewing hobbyists to elevate their brewing knowledge to the professional level.

Topics include beer styles and guidelines, raw materials (hops, malted barley, yeast, water), hot-side and cold-side brewing operations (with a focus on cellar operations and entry-level work), brewery safety and chemical use, brewing equipment (brewhouse, fermenters, filters), packaging and quality.

WHO SHOULD PARTICIPATE?

- Anyone looking to make brewing a career
- Anyone looking to transition roles in a brewery
- Anyone looking to take their hobby/career to the next level

SCHEDULE: Wednesdays, February 15–April 19, 2023, 7–9 p.m.

LOCATION: Live-online with optional in-person session and beer tasting March 18, 10 a.m.–1 p.m., at 1937 Brewing Company, 777 Delaware Park Blvd., Wilmington, Del.

PRICE: \$1,495

Participants must be at least 21 years old.

Scholarships and potential discounts available, including: Early registration, Military, UD student or alum, 2 or more (group).

pcs.udel.edu/brewing

HEALTHCARE/HEALTH SCIENCES

NONCREDIT CERTIFICATE | ONLINE

Clinical Trials Management Online Certificate

Prepare for diverse career opportunities in this dynamic and challenging field

Opportunities in the field of clinical trials management range from the principal role of investigator to the supportive tasks surrounding regulatory compliance, scientific writing, marketing, data management and more. Employment settings include pharmaceutical, biotechnology, medical device companies, contract research, hospitals, educational institutions and independent contractors. This program covers site management, data management, U.S. regulatory and legal implications, safety and auditing, and marketing a product, including core concepts consistent with the Association of Clinical Research Professionals (ACRP) certification exams, a valuable credentialing opportunity for clinical research professionals. For exam details, including eligibility requirements, visit acrpn.org.

WHO SHOULD PARTICIPATE?

- Clinicians and other professionals currently involved in the clinical trials process
- Professionals with a strong science or healthcare-related background wishing to expand their knowledge in the clinical trials field

SCHEDULE: February 13–May 22, 2023 (online course with some scheduled requirements and assignments)

PRICE: \$2,295, program materials included.
Payment plan, scholarships and potential

FREE LIVE-ONLINE INFORMATION SESSION

**Thursday, January 12
7–8 p.m.**



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This session will include programs in Business and IT, Drones, Education, Food and Hospitality, Healthcare and Law.

Scan code above, see page 6, or visit pcs.udel.edu/info-session for details.

discounts available, including: Early registration, Military, UD student or alum, 2 or more (group).

2.0 Continuing Education Units

pcs.udel.edu/clinical-trials

CREDIT CERTIFICATE | HYBRID-ONLINE

Molecular Diagnostics Certificate

This post-baccalaureate certificate program has a hybrid-online plus on-campus format, providing medical laboratory scientists working in forensics, biotechnology or pharmaceuticals with the opportunity to update skills and knowledge to help meet the demands of modern molecular biology theory and application. The program also provides individuals seeking Molecular Biology, American Society for Clinical Pathology (MB-ASCP) certification with a solid preparation for national credentialing examinations. The three-course program is comprised of two 14-week online lectures and one weeklong campus-based laboratory practicum.

CONTACT: mms-dept@udel.edu
sites.udel.edu/mms

CREDIT DEGREE | ONLINE

Nursing Practice, Doctor of (DNP)

UD's Doctor of Nursing Practice program prepares graduates to perform at the highest level of advanced nursing practice. The foundation for practice expertise with a population health focus enables the graduate to plan and lead evidence-based interventions, quality improvement strategies and health policy changes that address patient safety, promote patient-centered care and reduce health disparities among diverse groups. Five concentrations are available in a hybrid-online and on-campus format: adult-gerontology nurse practitioner, adult-gerontology acute care nurse practitioner, family nurse practitioner, pediatric nurse practitioner, and psychiatric mental health nurse practitioner.

CONTACT: ud-gradnursing@udel.edu
sites.udel.edu/nursing/graduate

NONCREDIT COURSE | ONLINE

RN Refresher Online Program

Update your nursing knowledge and skills to enhance your nursing practice and meet professional requirements

Have you been out of active nursing practice? Do you wish to update your nursing knowledge and return to a clinical setting? Does your state board of nursing require a refresher course for licensure reactivation? The University of Delaware's RN Refresher Online Program is designed to help you expand your nursing options.

UD's RN Refresher Online Program consists of:

- An online didactic component providing the latest updates in evidence-based nursing practice and patient care management through a self-study format
- A clinical component comprised of a preceptored adult medical-surgical clinical experience in an acute care

facility (optional for nurses with active licenses)

- Learner support available via web, email, phone and fax

SCHEDULE: 15-week didactic component begins February 1, 2023. Clinical component immediately follows and must be completed by August 1, 2023.

PRICE: \$1,250 program fee (early registration discount through December 12, 2022). Textbooks not included; additional fees may apply to exam proctoring and clinical component. **Scholarships and potential discounts available, including: Early registration, Military, UD student or alum.**

pcs.udel.edu/rn-refresher

CREDIT DEGREE | ONLINE

RN to BSN Program

The University of Delaware School of Nursing's RN-to-BSN program provides licensed registered nurses the opportunity to earn their BSN degree (Bachelor of Science in Nursing) through online study. Building on basic nursing knowledge to enhance nursing practice in an increasingly complex society, the curriculum further develops students' scholarly writing skills, leadership skills, research knowledge and use of evidence-based practice to provide a growth experience for the practicing registered nurse. Providing year-round learning opportunities for degree completion, courses are offered in fall, winter, spring and summer.

CONTACT: access-advise@udel.edu
302-831-8843
www.udel.edu/academics/colleges/chs/departments/son/undergraduate-programs/rn-bsn/

LAW

NONCREDIT CERTIFICATE | IN-CLASS

Paralegal Certificate

Create a new career path or advance in your current position as a paralegal or legal assistant

Paralegals fill a vital role in the legal community, and for more than 44 years the University of Delaware's Paralegal Certificate program has been preparing legal assistants and paralegals in the region. Taught by a faculty of experienced attorneys, the program covers the American system of law, court systems and procedures, legal research and writing, and the major branches of law. Students should have access to a laptop computer for assignments and exams.

Employers are waiting for you!

- Partnership with Delaware Department of Justice.
- Coming soon: Internship with Morris, Nichols, Arshat & Tunnell LLP.
- Frequent outreach from area firms seeking paralegals from our program.
- Growth is expected in corporate legal departments, insurance companies, real estate and title insurance firms, and banks.
- Opportunities are projected to expand in the public sector.

WHO SHOULD PARTICIPATE?

- Anyone wishing to change careers
- Anyone wishing to enter the field of law and legal services
- Anyone with legal experience wishing to earn a valuable credential
- Anyone considering law school

SCHEDULE: August 28, 2023–August 19, 2024

LOCATION: Arshat Hall, 2700 Pennsylvania Ave., Wilmington, Del.

PRICE: \$3,995, textbooks additional. Payment plan, scholarships and potential discounts available, including: **Early registration, Military, UD student or alum, 2 or more (group), Delaware State Bar Association, Delaware Paralegal Association and Delaware County Paralegal Association.**

23.4 Continuing Education Units

pcs.udel.edu/paralegal-institute

FREE LIVE-ONLINE INFORMATION SESSION

**Thursday, January 12
7–8 p.m.**

LEARN MORE



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This session will include programs in Business and IT, Drones, Education, Food and Hospitality, Healthcare and Law.

Scan code above, see page 6, or visit pcs.udel.edu/info-session for details.

PARTNERSHIP DISCOUNTS

Thanks to our partnerships with local legal organizations, employees of the **Delaware State Bar Association (DSBA)** and its member firms and members of the **Delaware Paralegal Association (DPA)** and the **Delaware County Paralegal Association (DCPA)** are eligible to receive a 15% discount when registering.

LIBERAL ARTS

CREDIT DEGREE | ONLINE

Associate in Arts Online

A UD degree is closer than you think!

The Associate in Arts Online is a liberal arts degree representing completion of approximately half of a UD bachelor of arts degree. If you have previous college credit, this may be transferable into the program, and you can begin taking courses prior to formal admission to the degree. Consult with an ACCESS Center advisor to choose courses and customize your program.

**CONTACT: access-advise@udel.edu
302-831-8843
pcs.udel.edu/associate-arts-online/**

CREDIT DEGREE | ONLINE/IN-PERSON

Liberal Studies, Master of Arts (MALS)

Interested in additional lifelong learning opportunities? UD's Master of Arts in Liberal Studies (MALS) program is great for intellectually curious adults who want to pursue a degree. The interdisciplinary program gives students the flexibility to follow their academic passions by shaping their own courses of study. Composed of small seminar classes, which invite broad thinking on issues of importance, the program is designed for returning adult students who can attend classes in the evening.

**302-831-4130 • mals.udel.edu
mals-info@udel.edu**

PRE-COLLEGE

UD Credit Courses for High School Students

Individual enrollment in UD credit courses

High school students interested in taking credit courses as Continuing Education Non-Degree (CEND) students are required to schedule an appointment to meet with an ACCESS Center academic advisor (see page 2). ACCESS advisors are available to answer questions, offer guidance and assistance with course selection and registration, and provide required forms. Advisors are available to support students throughout the process.

INTERESTED IN GETTING STARTED?

Contact the ACCESS Center to make an appointment with an advisor prior to enrolling in a course.

**access-advise@udel.edu or 302-831-8843
pcs.udel.edu/pre-college**

UD Dual Enrollment: Earn college credits while still in high school

Through established partnerships with participating high schools, academically qualified juniors and seniors can simultaneously earn high school and

college credits by taking designated University of Delaware courses.

Students can:

- Learn from expert faculty at one of the nation's top research universities.
- Get a head start on college while saving time and money.
- Gain experience taking college-level courses.
- Take courses not available at their schools.
- Enhance their college applications.

Online courses are one of the options for students in UD's Dual Enrollment Program. Students may enroll in one or more of the designated online courses taught by UD faculty. Although course offerings may change, typical offerings include:

ANTH 101: Introduction to Social and Cultural Anthropology

Major ideas and areas of study in social and cultural anthropology. (3 credits)

BUAD 100: Introduction to Business

Survey of basic business concepts designed for non-business majors. (3 credits)

HDFS 202: Diversity and Families

Examination of diverse families in the United States with a focus on issues of race, ethnicity, social class and gender. (3 credits)

NTDT 200: Nutrition Concepts

Functions and sources of nutrients, dietary adequacy, energy balance and metabolism with emphasis on health promotion. (3 credits)

HOW TO GET STARTED

Contact your school's guidance office to find out if your school participates in UD Dual Enrollment.

pcs.udel.edu/high-school-dual-enrollment

Early College Credit Program

Academically qualified juniors and seniors from participating Delaware public, charter and private high schools may take UD general education courses offered through the UD Early College Credit Program at no cost, simultaneously earning both high school and college credit. Students may take a maximum of two courses per semester—four courses per year. Upon successful completion of courses, students are awarded college credit. For those students who are admitted to UD, these credits will decrease the time to completion and cost of a UD bachelor's degree. Students can also apply UD credit toward degrees at other universities and colleges, pending approval by the receiving institutions.

pcs.udel.edu/early-college-credit-program

College Test Prep: Earn Higher ACT and SAT Scores

Standardized tests are crucial components of the college application process. The University of Delaware partners with Educational Testing Consultants (ETC), a leader in higher education test preparation, to offer intensive programs that provide students with the tools they need to excel. A limited number of need-based scholarships are available for students enrolling in test prep programs. Courses are offered in person and live-online. **See page 27 for details.**

pcs.udel.edu/test-prep

ACT Live-Online Test Prep

This test prep course is an intensive program that provides students with the tools they need to excel on the ACT exam. **See page 27.**

pcs.udel.edu/sat-test-prep

SAT Test Prep

This test prep course is an intensive program that provides students with the tools they need to excel on the SAT exam. See page 27.

pcs.udel.edu/sat-test-prep

PUBLIC ADMINISTRATION

NONCREDIT CERTIFICATE | ONLINE

Nonprofit Management Essentials

In these challenging times, there is no better time to change the world through a career in the nonprofit sector. Gain an understanding of nonprofit organizations and the issues managers face in this impactful and growing field. Participants will be exposed to several areas of responsibility for nonprofit leaders, including strategy, board governance, budgeting, fundraising, grant writing, managing employees and volunteers, and more. The course is taught online using a combination of synchronous and asynchronous methods. Synchronous content includes class discussions and activities via Zoom.

WHO SHOULD PARTICIPATE?

- Early-career professionals working in the nonprofit sector
- Midcareer professionals transitioning from other sectors

SCHEDULE: Tuesdays, February 21–May 30, 2023 6–8:30 p.m.,

LOCATION: Online

PRICE: \$1,500. *Payment plan, scholarships and potential discounts available, including: Early registration, Military, UD student or alum, 2 or more group).*

pcs.udel.edu/nonprofit-training

CREDIT DEGREE | ONLINE

Public Administration, Master of (MPA)

This program is designed to help current and aspiring public sector professionals develop their knowledge of urgent societal issues and strengthen their leadership and management acumen using a curriculum based on applied research and contemporary case studies. Founded on theory, research and application-based solutions, and taught by an interdisciplinary faculty, this program challenges participants to apply best practices of public management to real-world problems while mastering the strategies necessary to effectively shape policy and lead governmental, nonprofit and private sector organizations.

CONTACT: 302-831-1687

bidenschool@udel.edu

bidenschool.udel.edu/masters-programs/academic-programs/mpa-master-of-public-administration

TEST PREP

NONCREDIT COURSE | LIVE-ONLINE AND IN-CLASS

College Test Preparation Courses

Live-online and in-class test preparation and review tools to help you perform at your peak

Standardized tests are a crucial component of the college and graduate school application process, and success on these exams can be a big part of achieving your goals. These test prep courses are intensive programs that provide students with the tools they need to excel on their exams.

Students are provided with an in-depth review of the exam materials, insight into strategies for succeeding on each exam and a comprehensive study plan. An official study guide, a customized workbook and online resources are provided with each course. These programs are offered in partnership with Educational Testing Consultants (ETC), a

leader in higher education test preparation.

WHO SHOULD PARTICIPATE?

- Rising high school juniors taking the SAT or ACT for college admission
- Undergraduates preparing to take the GRE, GMAT or LSAT for admission to graduate school or law school
- Future teachers taking the Praxis for certification or admission to colleges/schools of education
- Anyone wishing to continue their education at the college/university or graduate level

PRICE: See website for current pricing.

Scholarships and potential discounts available, including Military, UD dependents, Delaware residents.

LOCATION: Courses offered live-online and in person. See website for details.

pcs.udel.edu/test-prep

ACT

(Multiple live-online offerings)

pcs.udel.edu/sat-test-prep

GRE

(Multiple live-online offerings)

pcs.udel.edu/gre-test-prep

GMAT

(Multiple live-online offerings)

pcs.udel.edu/gre-test-prep

LSAT

(Multiple live-online offerings)

pcs.udel.edu/sat-test-prep

SAT

(Multiple live-online offerings)

pcs.udel.edu/sat-test-prep

OTHER EXAM PREP OFFERINGS

Praxis

See page 20 for more information.

FINANCIAL AID AVAILABLE

Need-based financial aid is available for students enrolling in the ACT, SAT, GMAT, GRE or LSAT test prep programs. Applications are accepted on a rolling basis, with preference given to submissions received at least three weeks prior to the applicable course start date.

pcs.udel.edu/test-prep

TEST PREP FREE STRATEGY SESSIONS

ACT/SAT Strategy Workshop (LIVE-ONLINE)
9–10 p.m.

Thursday, January 5
Wednesday, February 1
Wednesday, March 1
Wednesday, April 19
Wednesday, May 24

GMAT Strategy Workshop
(LIVE-ONLINE)
9–10 p.m.

Wednesday, January 18
Wednesday, May 17

GRE Strategy Workshop
(LIVE-ONLINE)
9–10 p.m.

Wednesday, January 11
Wednesday, February 22
Wednesday, March 29
Wednesday, April 26
Wednesday, May 31
Wednesday, June 28

LSAT Strategy Workshop
(LIVE-ONLINE)
9–10 p.m.

Wednesday, January 11
Wednesday, February 15
Wednesday, April 19
Wednesday, June 7

SPRING 2023 PROGRAMS AT A GLANCE

Subject	Program	Dates/Time	Location	Price	Delivery Method	Format	Pg. No.
BUSINESS & IT	Advanced Cyber Defense Certificate	Wed., Feb. 15–May 24	Live-online	\$2,195	Live-online	Course	14
	Advanced Instagram Marketing	Classes start anytime	Online	\$495	Online	Course	17
	Advanced LinkedIn Marketing	Classes start anytime	Online	\$495	Online	Course	17
	Advanced TikTok Marketing	Classes start anytime	Online	\$495	Online	Course	17
	Business Analytics Science	Classes start monthly	Online	\$1,850	Online	Certificate	13
	Business Essentials Online		Online			Certificate	13
	Cybersecurity Fundamentals for Practitioners and Managers	Tues., March 9–April 27	Online	\$1,495	Online	Course	14
	Drone: Ground School & FAA Part 107 Test Prep	Sat., March 18, Sun., March 19, Sat., March 25, 8 a.m.–1 p.m.	Live-online	\$395	Live-online	Course	19
	Foundations of Digital Marketing	Classes start anytime	Online	\$495	Online	Course	14
	Fundamentals of Social Media Marketing	Classes start anytime	Online	\$495	Online	Certificate	17
	Graduate Certificate in Socially Responsible and Sustainable Apparel Business				Online	Certificate	18
	Graduate Certificate in Strategic Communication				Online	Certificate	19
	Microsoft® Excel Essentials	Tues., March 7–April 4, 6–9 p.m.	Live-online	\$495	Live-online	Course	15
	Microsoft® Excel Advanced Concepts	Tues., April 11–May 9, 6–9 p.m.	Live-online	\$495	Live-online	Course	15
	Master of Accounting Practice (MAP)				Online	Degree	13
	Master of Arts in Strategic Communication (M.A.)				Online	Degree	18
	Master of Business Administration (MBA)				Online	Degree	15
	Master of Liberal Studies				Online	Degree	25
	Master of Public Administration (MPA)				Online	Degree	26
	Master of Science in Applied Statistics (M.S.)				Online	Degree	13
	Master of Science in International Business (M.S.)				Online	Degree	15
	Nonprofit Management Essentials	Tues., Feb. 21–May 30, 6–8:30 p.m.	Online	\$1,500	Online	Certificate	26
	Project Management	Wed., Feb. 15–April 19, 6–9:30 p.m.	Live-online	\$2,595	Live-online	Certificate	15
	Sales Development Science	Classes start monthly	Online	\$1,250	Online	Certificate	16
	Sales Operations Science	Classes start monthly	Online	\$1,250	Online	Certificate	16
	Self-Paced Programs	Classes start anytime	Online	Various	Online	Course	18

Subject	Program	Dates/Time	Location	Price	Delivery Method	Format	Pg. No.
EDUCATION	Instructional Design Certificate	Mon., March 20–Fri., May 19	Online	\$1,995 per course	Online	Certificate	20
	M.A. in Economics & Entrepreneurship for Educators				Hybrid-online	Degree	19
	Master of Education in Teacher Leadership				Online	Degree	20
	Master of Education in Educational Technology (M.Ed.)				Online	Degree	19
	Master of Education in Exceptional Children and Youth (M.Ed.)				Online	Degree	19
	Master of Education in Literacy (M.Ed.)				Online	Degree	20
	Montessori Teacher Residency				Hybrid and In-Classroom	Certificate	20
	Alternative Routes to Teacher Certification (ARTC)				In-class	Course	20
	Praxis: Core Math or Reading & Writing	Visit pcs.udel.edu/praxis-test-prep for details.			Live-online	Course	20
ENGINEERING	Graduate Certificate in Applied Bioinformatics				Online	Certificate	21
	Graduate Certificate in Biomedical Informatics and Data Science				Online	Certificate	21
	Graduate Certificate in Composites Manufacturing and Engineering				Online	Certificate	21
	Graduate Certificate in Cybersecurity				Online	Certificate	21
	Graduate Certificate in Minerals, Materials and Society				Online	Certificate	22
	M.S. in Cybersecurity				Online	Degree	21
	M.S. in Electrical and Computer Engineering				Online	Degree	22
	M.S. in Mechanical Engineering (MSME)				Online	Degree	22
	Progressive Composite Damage Modeling in LS-DYNA	March 20, 9 a.m.–4 p.m., July 17, 9 a.m.–4 p.m.		\$695	Online	Webinar	22
	Railroad Engineering Certificate				Online	Certificate	22
HOSPITALITY	Foundations of Brewing Science and Brewery Operations	Wed., Feb. 15–April 19, 7–9 p.m.		\$1,495	Live-online	Certificate	23
HEALTHCARE	Clinical Trials Management	Mon., Feb. 13–May 22	Online	\$2,295	Online	Certificate	23
	Doctor of Nursing Practice				Online	Degree	24
	Molecular Diagnostics				Hybrid-online	Certificate	23
	RN Refresher	Starts Feb. 1	Online	\$1,250	Online	Course	24
	RN to BSN				Online	Degree	24
LAW	Paralegal Certificate	Aug. 28, 2023–Aug. 19, 2024	Wilmington	\$3,995	In-classroom	Certificate	24
	LSAT Prep	Multiple live-online offerings See pcs.udel.edu/lSAT-test-prep	Live-online	\$995	Live-online	Course	27
TEST PREP	ACT Prep	Multiple live-online offerings	Online	\$475	Online	Course	27
	GRE Prep	Multiple live-online offerings	Online	\$895	Online	Course	27
	GMAT Prep	Multiple live-online offerings	Online	\$895	Online	Course	27
	LSAT Prep	Multiple live-online offerings	Online	\$995	Online	Course	27
	SAT Prep	Multiple live-online offerings	Online	\$475	Online	Course	27



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INFORMATION SESSION
JANUARY 12 AT 7 PM

Visit pcs.udel.edu/info-session to RSVP.

A 10% early registration discount is available for most programs through January 16.

BUSINESS & IT

DRONES

FOOD/HOSPITALITY

HEALTHCARE

LAW

RSVP NOW!