Table of Contents

Professional and Continuing Education 2
Directions to Campus 4
Registration Process and Policies 5
Third Party Pay 8
Instructional Formats 9
Is Online Study Right For Me? 10
Certificate Programs 11

Certificates, Series & Courses

New! Asana Project Management Certificate 13
New! Facebook Digital Marketing Certificate Programs 14
New! Salesforce for Business Certificate 15
New! VR/AR Immersive Design Certificate 16
New! Course Programs 17
Coding Bootcamp 18
Construction Project Management Certificate 20
Cybersecurity Bootcamp 22
Dare to Lead™ Leadership Program 23
Essential Leadership Skills Series 24
Happiness Studies for Business Professionals Certificate 26
Nonprofit Management Certificate 28
Project Management Certificate 31
Real Estate Finance, Investments & Development Certificate 33
Strategic Online Marketing Certificate 36

Graduate Studies

Test Preparation Courses 38
Graduate Degrees for Working Professionals 40
Community Programs 41
Customized Programs 42
Join Our Team! 44
Advance Your Career  
with Professional and Continuing Education from USD

The University of San Diego’s Division of Professional and Continuing Education (PCE) offers a robust portfolio of courses and programs needed by aspiring professionals that continually evolves in response to their professional development in the fields of business, education, and health care.

PCE nurtures key partnerships on the local, national and international level to better serve the working professionals who seek to enhance or build careers, as well as with their employers, to help achieve their highest value and potential.

The COVID-19 pandemic is impacting our world in unprecedented ways. As the situation evolves, the University of San Diego remains focused on addressing two imperatives: ensuring that we take prudent precautions to protect our community and communities beyond our campus, and continuing to deliver a values-based, liberal arts education that prepares our students to address society’s most urgent challenges. USD has created a dedicated COVID-19 website to serve as the first stop for the USD community for information. Visit the University’s COVID-19 website (sandiego.edu/coronavirus) for the most current information for the USD community.

Remote Through December 2020 - After careful consideration, the university has made the decision to extend remote teaching to through the Fall 2020 term. All in class scheduled sessions will be conducted remotely. The safety of our community is our top priority and we believe that extending remote teaching to support social distancing efforts is the best decision at this time.

Distinctions
- Recognized as a Community Engagement Institution by the Carnegie Foundation
- Member of Ashoka’s Changemaker Campus Consortium
- Ranked by US News & World Report, Business Week, and others

Accreditation
USD is accredited by the Western Association of Schools and Colleges, (WASC).
Mission and Values

USD Professional and Continuing Education is a proud partner of SoCal Marketing Club, USD’s Nonprofit Institute, Burnham-Moores Center for Real Estate, PMI San Diego Chapter, SDTA, Fullstack Academy, Pathstream.

The USD Advantage

- Leading-edge curriculum and programs from a ranked university
- Top faculty who are also experienced practitioners
- Small class sizes with personalized, superior support
- Convenient and flexible program schedules
- No application requirements (exception of Coding Bootcamp and Cyber Security Programs)
Directions

The University of San Diego is located 10 minutes from downtown San Diego, San Diego International Airport, Sea World, San Diego Bay and five minutes from Old Town and Mission Bay.

To access an interactive campus map online, [Click Here.](#)

- **From the North**
  Use I-5 (South), exit at Sea World Drive and Tecolote Road (just past the Hilton Hotel on Mission Bay). Turn left on Tecolote Road. Right at Morena Blvd. Left on Napa Street to Linda Vista Road. Make a left at the second stoplight on Linda Vista Road, Marian Way, USD's West Entrance.

- **From the South**
  Use I-5 (North) to I-8 (East) and exit at the first exit, Morena Blvd. Follow Morena Blvd, and veer right onto Linda Vista Road. Make a left at the second stoplight on Linda Vista Road, Marian Way, USD's West entrance.

- **From the East**
  Use I-8 (West), exit at Morena Blvd. Veer right onto Linda Vista Road. Make a left at the second stoplight on Linda Vista Road, Marian Way, USD’s West Entrance.

- **When on Campus**
  Professional and Continuing Education offices are located in Barcelona, first floor. Just two driveways west of the university’s West Entrance, our building is the 3-story building down-the-hill from the university’s main campus. All guests must pay to park in either the West Parking Structure, West Parking Lot or Gravel Parking Lot, all located near the Barcelona building. Payment is required Monday through Friday between the hours of 7:00am - 7:00pm via unmanned meter station located in between the Barcelona and Coronado Buildings.
Registration Process

Enrolling in a Course(s)
Enrolling in a course(s) is easily done online at http://pce.sandiego.edu/

1. Use the Search tool to find the course(s) you want to enroll in and navigate to the course information page.

2. Click on Add to Cart (Choose a section from the bottom of the course page. Then select Add to Cart at the top of the section block.)

3. You will automatically be taken to the Checkout page. Either click Continue Checkout or Keep Shopping, if you want to add additional courses.

4. Follow the Checkout Steps
   - **Click Continue Checkout**
     - a. If you have a student account, enter your username and password, then click Continue Checkout again.
     - b. If you do not have an account, you will create one here, then click Continue Checkout again.
     - c. Please note: If you registered and took classes prior to July 22, 2013, an account was automatically created for you. You will need to use the Forgot Username and Forgot Password links to recover your login information.
   - **Enter your Credit/Debit Card Payment information.**
   - **Read the Registration Policies and check the box in Policy Confirmation section at the bottom.**
   - **Click Continue Checkout to complete the transaction.**

If you prefer to mail in your course fee, send your full name, contact information (street, state, zip, email account, and phone number), course details (course number, course section, course title) and check to:

Professional and Continuing Education
University of San Diego
ATTN: Enrollment & Student Services
5998 Alcalá Park, San Diego CA 92110-2492

Paying a Certificate Fee
Payment of the certificate fee is easily done during the checkout process. Each time you add a course to the cart that is part of a certificate program, you will find that the Certificate Fee is available. If you are also planning to complete a certificate, simply check the box next to the certificate fee to add it when enrolling in one or more of the courses, click Re-Calculate, then Continue Checkout. Only add the Certificate Fee one time.

**Why complete a certificate program?**
See page 11 to learn more!

Applying a Discount or Coupon
If a discount is available, it will appear in the section block on the

1. Add to Cart the section desired
2. At the Checkout page
   - a. Discounts: Choose the Discount available, for example, Early Registration (only one discount is available for each transaction), then click Re-Calculate, then Continue Checkout
   - a. Coupon: Enter the Promo Code in the Discounts box provided, click Re-Calculate, then Continue Checkout

Please contact us with any questions or for more information on enrolling.

(619) 260-4585 | (866) 321-6658
continuinged@sandiego.edu
Registration Policies

Refund Policy
Students who need to drop a course may receive a refund, if the request is received according to the policies listed below by course Instructional Method.

- **Remote and Classroom Courses**: To receive a refund, students need to drop the course through your student account portal prior to the first day or start date of the course. The refund of the course fee will be returned less a processing fee of 10% of the course tuition or $50, whichever is greater. There are no refunds once the course begins.

- **Online Fixed-Date Courses**: To receive a refund, students need to drop the course through your student account portal before midnight on the third day of the course. The refund of the course fee will be returned less a processing fee of 10% of the course tuition or $50, whichever is greater. No refunds will be issued after this deadline.

- **Online Self-Paced and Independent Study Courses**: To receive a refund, students need to drop the course through your student account portal within three (3) days of registration. The refund of the course fee will be returned less a processing fee of 10% of the course tuition or $50, whichever is greater. Refund requests will not be processed after this 3-day period.

- **Credit Validation Courses (CV)**: All Credit Validation enrollments are refundable, less a $25 fee, if requested within 30 days of enrollment date. There will be no refunds for Credit Validation after the allotted 30 days.
Registration Policies

Drop Policy
A course section Drop Request is accepted anytime, however, please read the Refund Policies for more information regarding any tuition fee refund that may apply. Students dropping courses after the refund period will receive a grade of “W” on transcripts. Students can request a drop through your student account portal.

Note: Students who do not submit a drop and have not submitted assignments to complete the course by the time of grading will be graded as NG (no grade).

Transfer Policy
Students can request a transfer, if the request is received according to the policies listed below by course Instructional Format. No transfers will be issued after the deadline.

The Transfer Request must be sent from your student account portal and be received as follows:

- **Remote and Classroom Courses**: Prior to the first day or start date of the course
- **Online Fixed-Date Courses**: Prior to midnight on the third day of the course.
- **Online Self-Paced and Independent Study Courses**: Within three days of registration.
- **Credit Validation Courses**: Within 30 days of registration.

Other Policies
Smoking and Tobacco-Free Policy
The university is dedicated to providing a healthy, comfortable and productive environment for its employees, students and guests. The Surgeon General of the United States has determined that cigarette smoking is the leading preventable cause of illness and premature death in the nation. Moreover, research indicates that non-smokers who are regularly exposed to passive (secondhand) tobacco smoke are also at increased risk of illness. Passive smoke appears to be especially deleterious to the health of certain populations, including the elderly, children and individuals with allergies, asthma, respiratory disease, or cardiovascular disease. For these reasons, the Surgeon General has urged employers to implement broadly based health promotion programs with special emphasis on smoking cessation. The response to the Surgeon General’s advice and the medical evidence has been an overwhelming trend toward protection of the health and safety of non-smokers.

Therefore, as an institution committed to providing a safe and healthful environment, the University of San Diego prohibits smoking and the use of any smoking or tobacco products at all times on or in any USD-owned or USD-leased property or facility, either indoor or outdoor. Effective August 18, 2015, all USD property is smoking and tobacco free.

For the most recent and complete listing of all policy information, click here.
Third Party Pay

Workforce Innovation and Opportunity Act
The San Diego County Workforce Partnership (SDWP) funds job training programs that give job seekers the tools and training needed to meet workforce needs of employers across San Diego County.

The University of San Diego Professional and Continuing Education is part of the California Eligible Training Provider List (ETPL) and offers a variety of Workforce Innovation and Opportunity Act (WIOA) approved programs.

Please be advised that the University of San Diego, Professional and Continuing Education cannot approve students for WIOA nor confirm their eligibility. You must contact or visit your local America’s Job Center of California to confirm your eligibility towards WIOA funding. This WIOA Title I-funded program or activity is an equal opportunity employer/program and “Auxiliary aids and services are available upon request to individuals with disabilities” as stated in the chapter 9, section II.4 of the Workforce Partnership’s Operations Manual.

Segal AmeriCorps Education Award
The Segal AmeriCorps Education Award is a post-service benefit received by individuals who complete terms of national service in approved AmeriCorps programs.

The education award may be used to pay educational costs at eligible post-secondary educational institutions. The University of San Diego, Division of Professional and Continuing Education is an approved educational and training provider accepting Segal AmeriCorps Education Award recipients.

Military Spouse Career Advancement Accounts Scholarship Program
The Military Spouse Career Advancement Account Scholarship program (MyCAA) program provides up to $4,000 (over 2 years) of Financial Assistance for military spouses who are continuing their education by pursuing a license, certification, or Associate’s degree in a portable career field and occupation.

The University of San Diego, Division of Professional and Continuing Education is an approved educational and training provider accepting Military Spouse Career Advancement Account Scholarship program recipients.

Contact Enrollment and Student Services to get started today!
Monday through Friday | 8:30 a.m. - 5:00 p.m. (PST)
(619) 260-4585 | Toll Free (888) 321-6658 | continuinged@sandiego.edu
Instructional Formats

Classroom
Classroom courses are offered in a traditional classroom environment. This learning environment facilitates a communication on a given subject in real time, enables immediate feedback, and fosters interaction with the instructor and like-minded classmates. To see if a course is being offered in a location near you please click on Search for Courses on the website's left navigation; then filter by Subject Area/Program and Location.

Classroom courses have a scheduled start and end date, and you are expected to attend all course sessions. Remote Through December 2020 - After careful consideration, the university has made the decision to extend remote teaching to through the Fall 2020 term. All in class scheduled sessions will be conducted remotely.

Online Fixed-Date
Online Fixed-Date courses offer a convenient, yet rigorous style of learning that allows you to structure your education to suit your schedule while keeping on pace and achieving your educational goals.

Our online courses offer the same high-quality content and expert instruction as the courses held on ground at the University of San Diego. Instructors facilitate courses through engaging multimedia presentations and provide prompt feedback to questions within 24 hours week days and 48 hours over weekends. Online learning allows students to interact with classmates worldwide and offers rich and meaningful interactions through weekly discussion forums, chats and email communication.

Online Self-Paced
Online Self-Paced courses are a perfect blend of accessibility, convenience and flexibility, so you can control your learning pace. You will use course textbooks, manuals, assignments, and exams to learn and earn credit. Depending on the course, you may have multi-media presentations and embedded downloadable materials as part of your course content. Communication with your instructor occurs within the online classroom. Instructor feedback will be provided for graded assignments/exams/final project (when applicable). Grades are based on grading rubric(s) found within the course. You can register at any time and you will have six months from the time of registration to complete your course.

Independent Study
Independent Study Self-Paced courses offer flexibility and the ability to complete a course faster than a traditional course. Our courses deliver the same high-quality content and expert instruction as traditional, on ground classroom courses. These courses work well for:
- Working professionals with tight schedules
- Students who require a specific course to meet professional development or recertification requirements
- Students living in remote locations
- Students who cannot easily attend courses due to injury or illness
- Students who are self-motivated and conscientious

You can register at any time, and you will have nine months from the time of registration to complete your independent study course.
Is Online Study Right For Me?

Online courses offer a convenient, yet rigorous style of learning that allow you to structure your education to suit your schedule while keeping on pace and achieving your educational goals. As an online student, you will have access to your classroom at any time to view your assignments, syllabus, and course resources from any computer connected to the Internet.

Our online courses offer the same high-quality content and expert instruction as the courses held on-ground at the University of San Diego. Instructors facilitate courses through engaging multimedia presentations and provide prompt feedback to questions within 24 hours on week days and 48 hours over weekends. Online learning allows students to interact with classmates worldwide and offers rich and meaningful interactions through weekly discussion forums, chats and email correspondence.

Online Learner Support

Instructor Support: Online instructors will provide clear facilitation and instruction throughout each course. The curriculum they teach is designed to keep online students engaged through different learning activities and interactive assignments. Instructors are responsive and make themselves available to answer questions regarding discussions or subject material.

Enrollment and Student Services Center: PCE's Enrollment and Student Services Center assists students and prospective students with various tasks such as enrollment, drop, transfer and transcript requests, website navigation and answers to questions about courses and programs.

Online Orientation Course: Access to the Online Orientation Course is provided upon enrollment (allow one hour from time of enrollment) and is viewable in Blackboard. It is highly recommended for to familiarize students with the online format and navigation. The course guides students through a tour of the course site and illustrates how to upload assignments, post to the discussion forum (if applicable), and review grades in the grade book.

Technical Support: PCE's online learners have access to technical support through our effective and responsive Enrollment and Student program assistants, available during business hours.

Technical Requirements for Online Courses in Blackboard

High Speed Internet connection strongly encouraged (DSL or better)

Browser: Firefox is the recommended browser for use with Blackboard on both the Mac and PC. The Final Release Channel version of Firefox (Currently version 11.0) is listed as certified or compatible with Blackboard. Safari (Mac), Internet Explorer (Windows), and Chrome (Mac/Windows) are also supported browsers. Blackboard lists the most current browser compatibility information on its website.

Browser Plug-in (more specific media requirements or plug-ins will be listed in your course):

- Windows Media Player (or Flip4Mac if you use a Mac)
- QuickTime
- Flash
- Shockwave
- Adobe Acrobat Reader
- Java
  (Sun Java Runtime Environment 1.4 or greater)
  JavaScript must be installed and enabled on your browser.
- Pop-Up Blockers must be disabled
- Microsoft Office
What is a Certificate?

A certificate is a robust program of study that demonstrates a progression of learning and the mastery of a specific body of knowledge. Our online and on-campus certificate programs are designed for working individuals who want more from their careers.

Certificates at USD are a minimum of eight semester units of coursework and have gone through extensive community reviews, curricular oversight, and university approvals before they are offered for continuing education or professional development.

Certificates, Professional Programs & Series

Asana Project Management Certificate - New!
Construction Project Management
Cybersecurity Bootcamp
Dare to Lead™ Leadership Program
Essential Leadership Skills Series
Facebook Digital Marketing Certificate - New!
Happiness Certificate for Business Professionals - New!
Project Management
Nonprofit Management
Real Estate Finance, Investments and Development
Strategic Online Marketing
Unity Immersive Design Certificate - New!

Why Complete a Certificate Program?

- Document your academic achievement in an area of specialized expertise to assist you in advancing your career and possibly moving up the salary schedule
- Complete your certificate within 10 months, less time than it typically takes to earn a graduate degree
- Develop and update your professional skills and knowledge to make you more effective in your field with in-depth learning

Contact Enrollment and Student Services to get started today!
Monday through Friday | 8:30 a.m. - 5:00 p.m. (PST)
(619) 260-4585 | Toll Free (888) 321-6658 | continuinged@sandiego.edu
Registering for a Certificate Program

To be considered eligible for earning a Certificate, each participant must pay a non-refundable certificate enrollment fee of $45. Certificate candidates are encouraged to register in the certificate program as early as possible to take advantage of additional benefits:

- Lock in your curriculum to avoid additional requirements if the Certificate requirements change after you have started the program of study
- Receive valuable advising and guidance to assist you with a broad range of topics, such as courses, certificates, educational planning
- Receive access to the priority enrollment period assigned for Certificate candidates in each course, if applicable
- Record your achievement on your transcript as part of your permanent academic record of accomplishment
- Receive a Certificate document suitable for framing

Awarding Certificates

All credit courses within the certificate program must be completed with a “C” or higher grade. The final GPA should be 2.5 (out of 4) or higher, based only on credit courses taken from the USD Division of Professional and Continuing Education.

Unless otherwise stated, you have five years after payment of the certificate fee to complete your certificate program requirements.

If you intend to request transferring any of these courses into a Master’s program, you will need a grade of “B” or better and an overall 3.0 GPA or higher.
Asana Project Management Certificate

This program is intended for those seeking to gain the knowledge and skills needed to prepare for project management roles. Based on the principles from the Project Management Body of Knowledge (PMBOK®) this program will assist students in building the skills to:

- Track key milestones and assess results
- Develop a detailed project plan
- Manage project schedules and timelines
- Estimate project costs and determine budget
- Perform qualitative risk analysis
- Use Asana to monitor tasks across project team
- Prepare to take the certification exam for Certified Associate in Project Management (CAPM®)

Who Should Attend
Those aspiring to enter a career as Project Manager, IT Project Manager, Project Coordinator and other project management related roles. Curriculum is aimed at students with little or no background in project management.

Foundations of Project Management
3 Units | Online Fixed-Date | In this course, students will be introduced to the foundations of project management. Students will familiarize themselves with the role of the project manager and the leadership skills they will need to be successful project managers. Students will be introduced to Asana, and other project management tools such as spreadsheets.

Effective Project Planning
3 Units | Online Fixed-Date | In this course, students will become familiar with project management tools such as Google Sheets and Asana. Students will use tools to create a project schedule and budget. Students will also learn about procurement and project resources. Students will develop project kick off activities, like planning an agenda for a meeting and setting up communications for the project team and stakeholders. Students will also create a communication plan.

Risk, Quality, and Integration Management
3 Units | Online Fixed-Date | In this course, students will focus on addressing risk and ensuring quality in projects. Students will also learn techniques for monitoring a project and for managing work and deliverables throughout a project’s life cycle. Students will use tools to make reports. Students will study change control and review, approve, and manage changes related to a project and communicate the changes to stakeholders and team members. Finally, students will learn how to close a project and conduct a retrospective on a project to improve organizational operations.
Facebook Digital Marketing Certificate

Advanced Facebook Digital Marketing Certificate

These programs will assist students to gain an understanding of core concepts including brand positioning, market segmentation, competitive analysis, marketing channels and metrics.

Students will:

- **Understand core concepts** including brand positioning, market segmentation, competitive analysis, marketing channels and metrics.

- **Learn specific marketing skills** such as how to conduct A/B tests, create social media ads, construct search ads, and build email marketing campaigns.

- **Gain Hands-on software training, including**: Google Spreadsheets, Slides, Docs, Facebook Ad Manager, Google Analytics, Google Ads, and Mailchimp.

- **Practice interpreting and analyzing results** of ad campaigns using multiple platforms.

**Who Should Attend**

Those aspiring to enter a career as a Digital Marketer, Social Media Marketer, Marketing Coordinator or Account Representative.

**Foundations and Strategy of Marketing**

3 Units | Online Fixed-Date | This course is designed to introduce the student to the basics of Digital Marketing. It aims to develop the student’s understanding of marketing in the context of a business and provide a framework for students to think about concepts such as segmentation, targeting, value propositions, and metrics.

**Marketing Content Strategy and Branding**

3 Units | Online Fixed-Date | This course is designed to give the student clearer insight into branding and content strategy. It aims to push students to explore concepts such as consumer psychology, appropriate content, and strategy and search engine optimization. Students will have the opportunity to practice their writing and communication skills -- both vital skills for digital marketing.

**Social Media Marketing**

3 Units | Online Fixed-Date | This course gives students a deeper understanding of the role social media plays in a digital marketing strategy. Students will learn about different platforms and their best practices.

**Search and Display Advertising**

3 Units | Online Fixed-Date | This course will give students greater insight into two major areas of paid advertising: search and display. Students will learn about the different channels and how they work. Students will also learn best practices for search and display and how to create effective strategies that build on attained knowledge from course series.

**Email Marketing**

3 Units | Online Fixed-Date | This course offers a deep dive into the world of email marketing, an incredibly effective marketing channel that can deliver great results for companies. In this course, students will learn about the role of email marketing in a company’s marketing strategy, what stages of the customer journey email marketing is suited for, and best practices for email design.

*Advanced Facebook Digital Marketing Certificate

In partnership with [Facebook Digital Marketing Certificate](https://developers.facebook.com/docs/education)
Salesforce for Business Certificate

This program will prepare students with hands-on experience using Salesforce systems used across various business settings. Students will explore business processes in sales, the sales cycle, and Salesforce as a customer relationship management (CRM) platform. Plus, obtain the knowledge to:

- Develop a Salesforce administrator skill set, including instance configuration, customization, security, forecasting, data management, and other best practices
- Administer and interpret data and user management, interface customization, reporting and app configuration
- Manage Business Process Automation, Salesforce Sales Cloud, and Salesforce app integrations

Who Should Attend
Those aspiring to enter a career as a CRM/Salesforce, Administrator, Sales Representative, Account Executive, and Sales Manager.

Customer Relationship Management for Business
3 Units | Online Fixed-Date | This course is designed to introduce students to the use cases of customer relationship management systems, specifically Salesforce, and how end users on sales teams leverage Salesforce’s Sales Cloud Lightning tool. Students will learn how sales team members like Sales Development Representatives, Account Managers, Sales Managers, and Customer Service Managers use the tool, in the process building a foundational understanding of Sales Cloud, Salesforce’s most widely used product.

Introduction to Salesforce Administration
3 Units | Online Fixed-Date | Students will explore Salesforce user management, platform customization, and user interface configuration, then get hands-on practice by translating and fulfilling simulated “feature requests” from business users, managers, and other stakeholders. Students will create a custom app to meet a business-specific use case, and also learn how to customize Salesforce reporting tools to address analytical requests.

Advanced Topics in Salesforce Administration
3 Units | Online Fixed-Date | Building upon Salesforce fundamentals and basic administration, this course will challenge students to utilize increasingly complex Salesforce functionality as a CRM system administrator. Students will learn to customize advanced Salesforce settings and implement a permissions and sharing model to control access to data and records. They will learn how to enable and configure standard Sales and Service Cloud features to support business-specific use cases. They will deepen their understanding of how to translate business requirements into functional specifications and configure custom features using Process Automation tools.
VR/AR Immersive Design Certificate

This program is intended for those interested in starting a career in VR/AR Design Visualization or Immersive Design. Intended to build foundational skills needed to create immersive VR experiences and AR applications for real world use cases. Students will:

- Incorporate user interface design best-practice.
- Manage 3D asset workflows, including poly and CAD models.
- Create highly realistic and immersive virtual scenes by adding and manipulating features, such as lighting, materials, textures, object animations, and post-processing effects.
- Incorporate interactable menus and media (audio, video, images) to the experience.
- Use these skills to create and deploy VR applications on OculusGO and AR application on mobile devices.

Who Should Attend

Those aspiring to enter a career as, 3D Designer / 3D Artist, Computer Aided Designer, VR/AR Developer.

Unity: Build a Full Construction Site Tour
3 Units | Online Fixed-Date | This course is designed to teach students how to use Unity’s real-time 3D rendering engine to build virtual reality applications used to design and visualize construction sites and conduct a site tour of 3D virtual environments. Students will learn how to build interactive, standalone VR applications with realistic objects, audio, 2D and 3D assets, custom animations, interactive UI, and industry-standard locomotion techniques.

AR for Industrial Design Visualization
3 Units | Online Fixed-Date | This course teaches students how to use Unity’s real-time 3D rendering engine to build mobile Augmented Reality applications for industrial design prototyping and visualization, bringing their 3D designs and models into real-world contexts. Students will learn how to build mobile AR applications using industry-standard target techniques: image and planar retection.

In partnership with VR/AR Immersive Design
New Course Programs

Online/Remote
Change is the only constant in today’s business climate, keep up to date with knowledge and skills needed to succeed in the professional world.

New! REP-X838
Commercial Real Estate Valuation
This course will introduce students to fundamental commercial real estate appraisal concepts and acumen. Students will develop the skills and knowledge to review narrative appraisal reports, and determine the highest and best use of real estate.

Who Should Attend
This course provides continuing education to real estate professionals who wish to lay a foundation for advancement in their career, those seeking knowledge in real estate disciplines or specialization, and individuals interested in pursuing further real estate professional study to complement their real estate industry experience.

This course applies towards the Real Estate Finance, Investments and Development Certificate

New! BUS-X812
Business Ethics
This course will provide students with the tools to hone in on their critical thinking skills to a) develop an awareness of the way in which they face the market challenges, b) learn how to navigate the complexity of interpersonal business practices c) devise inclusive strategies in the workplace.

New! BUS-X813
Strategies for Successful Communication in the Workplace
This one-day course will give you strategies on how to approach communication in the workplace. In a practical approach to learning, participants will explore how to have crucial conversations, emotional intelligence in communicating in dynamic environments.

Who Should Attend
This course provides continuing education to those seeking to enhance their professional portfolio and develop leadership skills. New to seasoned professionals, supervisors, managers and executives interested in improving interpersonal and team-based communication skills in a business setting can benefit from this course.

Expand your leadership potential with USD’s Essential Leadership Skills Series.
Coding Bootcamp (Fullstack)

Hybrid

Fullstack Academy is one of the longest-running and most successful coding bootcamps in the nation, with incredible student reviews, years of experience in education, and impressive graduate outcomes. Now, they bring their hands-on learning approach to USD’s first coding bootcamp to develop professionals to meet the needs of a booming software and technical jobs market.

This three part bootcamp consists of in depth modules in web foundation, Front-End development, Back-End and Full-Stack development. Embedded in the second and third modules, students will receive professional development assistance – resume, networking, and interview guidance to jumpstart a lucrative career in coding.

Web Foundations

- HTML
- CSS - Animations
- Flexbox
- Technical & Behavioral Interview Practice
- Code reviews
- The Document Object Model (DOM)
- Text Editors

Front-End Development

- Data Types & Expressions & Conditionals
- AJAX
- Functions and Methods
- jQuery
- Objects, Object literals, and Arrays
- Git
- Looping
- Events and event listeners
- Github
- Career Prep: Resume & LinkedIn Review
- Career Prep: How to pitch yourself & networking best practices

Back-End & Full-Stack Development Portfolio

- Intro to Servers
- Express
- Databases & Database Design
- SQL, Postgres
- React
- Deployment
- Sessions & Cookies
- Authentication
- Portfolio Projects include a personal hackathon, a social media site, and a group capstone application.
- Career Prep: Technical & Behavioral Interview Practice, Code reviews
Who Should Attend
Both full-time and part-time study options are specifically designed for beginners. There’s no experience required to apply, be accepted, or to succeed.

Part Time
Length: 26 weeks
Schedule: T/TH/S, Weekdays Live Online 6:30-9:30pm, Saturdays 9:00am-1:00pm

Full Time
Length: 12 weeks
Schedule: Monday - Friday, 9:00am-3:00pm

Take the Next Step to USD’s Coding Bootcamp: Here’s how:
- Fill out our online application form at https://bootcamp.sandiego.edu/coding
- Take our non-technical assessment - Does not require any previous programming knowledge
- Receive an entrance decision within 1-2 business days

In partnership with

Fullstack Academy is one of the longest-running and most successful coding bootcamps in the nation, with incredible student reviews, years of experience in education, and impressive graduate outcomes.
Construction Project Management Certificate

Remote/Online Fixed Date
The foundation of every building project and its key to success begins with efficient construction management. As a construction project manager, are tasked plan, direct, and manage personnel, construction activities, maintenance of facilities, and systems.

Courses and Certificate Program
Total 5 courses to earn a certificate.

Who Should Attend
This continuing education program is intended for those planning and managing construction projects, including professionals such as, but not limited to:

- Managers in specialized construction fields, such as carpentry or plumbing
- Contractors & Subcontractors
- Construction specialists-estimators, schedulers, cost engineers, project control analysts, and quantity surveyors
- Risk management specialists
- Real estate developers
- Construction consultants and other industry trade professionals

PMP-X804F
Project Management Fundamentals
1 unit | Remote | Project Management is the application of knowledge, skills, tools and techniques to project oriented activities to meet project requirements.

PMP-X805BD
Introduction to Construction Project Management
2 unit | Remote | In this course, students will gain an in-depth understanding of the Project Manager’s role in the construction industry. Emphasis will be placed on understanding factors that impact construction projects and their timely delivery.

PMP-X806BD
Scope, Schedule, Cost, and Quality Management
2 unit | Remote | The purpose of this course is to provide students with an in-depth understanding of Scope Management and the steps necessary to develop a project schedule.

PMP-X807BD
Resource, Communications, Risk, and Procurement Management
2 unit | Remote | This course will teach students about Resource Management skills necessary to identify the key players in the project and how to prepare and deliver focused presentations.

PMP-X808BD
Stakeholder & Financial Management & Health, Safety, and Security Overview
2 unit | Remote | In this course, we will address Stakeholders in construction and how to identify understand their impact and influence throughout a project life cycle. Students will review case studies and discuss how to navigate labor unions, insurance, and regulatory agencies.
## Construction Project Management Certificate

<table>
<thead>
<tr>
<th>Course Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMP-X804F Project Management Fundamentals</td>
<td>SU</td>
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<tr>
<td>PMP-X805BD Introduction to Construction Project Management</td>
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<td>PMP-X806BD Scope, Schedule, Cost, and Quality Management</td>
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<tr>
<td>PMP-X807BD Resource, Communications, Risk, and Procurement Management</td>
<td>FA</td>
<td>Remote</td>
<td>$679</td>
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</tbody>
</table>

**Certificate Fee** (One-time fee) $45

**Total Cost** (Tuition & Fees) $3,140

*Schedule and Tuition subject to change*
Hybrid
The USD Cyber Bootcamp provides individuals with career guidance every step of the way, from resume assistance to preparing students for successful physical and technical interviews. Students will learn the offensive and defensive cybersecurity skills in demand by the world’s top tech companies.

Courses and Certificate Program
- Networking Essentials
- Linux & Python
- Command Line Input (CLI)
- Pen Testing Methodology
- Vulnerability Discovery
- Shells
- Exploitation
- Threat Modeling
- Preventing Recon
- Incident Response
- Digital Forensics

Who Should Attend
The USD Cyber Bootcamp looks for candidates who are eager to learn, are great at creative problem solving, and who are passionate about technology and its influence on the world around them. If this sounds like you, apply today and join others just like you on the first steps to a life-changing career.

Schedule
Classes meet 2 weeknights 6:30pm - 9:30pm (Mon/Weds or Tues/Thurs) and 1 Saturday morning 9am - 1pm
Hybrid Course Format: Combination of live-remote and in-person in San Diego.

Tuition

Get Started With Cybersecurity! Here’s how:
- Fill out our online application form at cyberbootcamp.sandiego.edu
- Take our non-technical assessment - Does not require any previous programming knowledge
- Receive an entrance decision within 1-2 business days

In partnership with

Fullstack Academy is one of the longest-running and most successful coding bootcamps in the nation, with incredible student reviews, years of experience in education, and impressive graduate outcomes.
Dare to Lead™ Leadership Program

Hybrid

The Dare to Lead™ Leadership Program provides continuing education to individuals who are ready to embrace brave leadership, shed their armor and show up with whole hearts in their work and life.

Courses and Certificate Program

2 Day Intensive Seminar

Who Should Attend

Seasoned to emerging professionals, small business owners, executives, entrepreneurs and anyone who is seeking to stretch their leadership capacity, have courageous conversations, share direct feedback, and build trust with others.

In partnership with the University of San Diego’s, the Conscious Leadership Academy, and led by certified Dare to Lead™ Facilitator and Executive Director of the Conscious Leadership Academy, Dr. Lorri Sulpizio, the Dare To Lead™ Leadership Program will provide participants with the skills to strengthen their leadership capacity, by moving from armored leadership to daring leadership in any arena, industry or context.

BUS-X809

Dare to Lead™

2 unit | This two-day intensive training program includes intuitive and interactive facilitation that will guide attendees through the actionable and measurable skill sets of daring leadership and will empower leaders to live and lead authentically with increased courage and connection.

<table>
<thead>
<tr>
<th>Course Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
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<tr>
<td>BUS-X809 Dare to Lead™</td>
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Certificate Fee (One-time fee)

$45

*Schedule and Tuition subject to change
Essential Leadership Skills Series

Remote/Online Fixed-Date
The Essential Leadership Skills Series was developed in response to the increasing skills gap, and is designed to prepare professionals for the 21st century dynamic workplace.

Who Should Attend
This continuing education series is ideal for professionals or recent graduates seeking to acquire core leadership competencies, such as interpersonal communication, critical thinking, negotiation, innovation, complex problem solving and emotional intelligence.

BUS-X805
The Power and Influence of Communication
2 unit | Remote | This course will give you strategies on how to approach communication in the workplace. Students will also learn strategies on how to use social media to communicate in the workplace and apply ethics and etiquette into their communication in the workplace.

BUS-X806
Emotional Intelligence Development for Professionals
2 unit | Remote | This course is intended for those aspiring or in a leadership role, students will explore the emotional side of leading - themselves, others, and organizations. Topics explored include authenticity and integrity, vulnerability, emotional intelligence, mindfulness, personal change management, and gratitude.

BUS-X807
Problem Solving for a Dynamic Workplace
2 unit | Remote | This course will give you the framework to identify the key elements of workplace challenges by exploring the problems that emerge within an organization. Students will learn ways to re-frame problems, identify the right questions to ask, test assumptions, prototype solutions, and design solutions for future challenges.

New! BUS-X812
Business Ethics
1 unit | Remote | This course will explore and identify ethical dilemmas in global commerce. Students will master stakeholder analysis, understanding how to address issues from different perspectives and display stronger ethical leadership.

New! BUS-X813
Strategies for Successful Communication In the Workplace
Seminar | Remote | This seminar will give you strategies on how to approach communication in the workplace. Practical applications will include how to have crucial conversations, emotional intelligence in communicating.
## Essential Leadership Skills Series

*Schedule and Tuition subject to change

<table>
<thead>
<tr>
<th>Course Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
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<tr>
<td><strong>BUS-X805 The Power and Influence of Communication</strong></td>
<td>SP, FA</td>
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<td><strong>BUS-X806 Emotional Intelligence Development for Professionals</strong></td>
<td>SU, FA</td>
<td>Remote</td>
<td>$679</td>
</tr>
<tr>
<td><strong>BUS-X807 Problem Solving for a Dynamic Workplace</strong></td>
<td>SP, FA</td>
<td>Remote</td>
<td>$679</td>
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<tr>
<td><strong>BUS-X812 Business Ethics</strong></td>
<td>SP, FA</td>
<td>Remote</td>
<td>$379</td>
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<tr>
<td><strong>BUS-X813 Strategies for Successful Communication In the Workplace</strong></td>
<td>SP, SU, FA</td>
<td>Remote</td>
<td>$150</td>
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</table>

**Coming Soon!**
- Problem Solving Strategies for a Re-Imagined Workplace

*(Schedule and Tuition subject to change)*
Happiness Studies for Business Professionals Certificate

Online Fixed-Date
This fully online certificate program, created and offered by the Happiness Studies Academy, will provide business professionals with the skills and tools needed to become happier, and to facilitate others in becoming happier. This is the first and only program of its kind that explores happiness through the lens of different disciplines—including psychology and philosophy, as well as history, theology, biology, economics, literature, art and more. The program provides the knowledge and tools to generate happiness on the individual, interpersonal, organizational, and national level.

- As a coach—helping your clients become happier, as well as more receptive to change
- As a therapist—beyond making your clients happier, contributing to their resilience and ability to overcome difficulties.
- As a manager—increasing levels of wellbeing in the organization, and with it increasing productivity, creativity, and retention.
- As a teacher—helping you become a better, more authentic teacher, while helping your students lead healthier and happier lives, and improving their performance in school.
- As a consultant—helping you bring out the best in individuals, teams, and organizations.
- As a parent and/or partner—learning to bring out the best in yourself and your family, cultivating more positive and authentic relationships.

The certificate program is a year-long online program and comprised of two courses: 1. Introduction to Happiness Studies, a theoretical and scientific exploration of the field (26 weeks) and 2. Facilitating Happiness, which provides evidence-based tools and techniques for a happier life (20 weeks).

Earn your Happiness Studies for Business Professionals Certificate by taking the two required courses. The program includes lifetime access to the Happiness Studies Academy lectures and the opportunity to ask questions, share insights, and learn through their live webinars. In addition, each week you will receive guided meditations, visualization exercises, journaling activities and more.

Courses and Certificate Program
Enrollment is for both courses that fulfill certificate requirements to earn a certificate.

Who Should Attend
This certificate program is targeted for anyone interested in learning more about happiness for their personal fulfillment, those who want to upskill their leadership strategies by learning how to increase levels of happiness within their organization, or those that want to become a consultant/coach for others wanting to increase happiness.
Happiness Studies for Business Professionals Certificate

Earn your Happiness Studies for Business Professionals Certificate by taking the two required courses. The program includes lifetime access to the Happiness Studies Academy lectures and the opportunity to ask questions, share insights, and learn through their live webinars. In addition, each week you will receive guided meditations, visualization exercises, journaling activities and more.

**Required Courses | 4 units each**

**BUS-X810 Introduction to Happiness | 4 units**

**BUS-X811 Facilitating Happiness | 4 units**

<table>
<thead>
<tr>
<th>Course Schedule and Enrollment Links</th>
<th>Term</th>
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<th>*Price</th>
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</thead>
<tbody>
<tr>
<td>BUS-X810-Introduction to Happiness</td>
<td>FA, SP, SU</td>
<td>OFD with live webinars</td>
<td>$1,755*</td>
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<tr>
<td>BUS-X811-Facilitating Happiness</td>
<td>FA, SP, SU</td>
<td>OFD with live webinars</td>
<td>$1,755*</td>
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</table>

**Total Certificate Cost** $3900/$3510*

*$1,755 with USD Discount - value of $1,950

USD Discount includes special course pricing*, plus the One Time Certificate Fee - a value of $45. Discount available when enrolling from USD Division of Professional and Continuing Education Website! Click on Happiness Studies for Business Professionals Certificate at sandiego.edu/businessprograms to get started.
Nonprofit Management Certificate

Online Fixed-Date
This program will assist you in building your nonprofit knowledge and skills in the following focus areas, financial management, board development, fundraising and grant writing, program evaluation, volunteer and staff management and risk management. Each course is designed to build critical and practical skills for nonprofit management.

Courses and Certificate Program
Enroll in individual courses or complete 8 courses to earn a certificate.

Who Should Attend
Experienced and new nonprofit sector employees, professionals transitioning to the nonprofit sector, current or prospective board members, or potential or veteran volunteers will benefit from this research-based program of study.

MGT-X800
Overview of the Nonprofit Sector
1 unit | Online Fixed-Date | Become a skillful nonprofit leader and make a greater difference. Students will learn about the characteristics of nonprofit organizations/nonprofit organizational structures, dimensions of the nonprofit sector, how the nonprofit sector developed in the U.S. and understand theories about why the sector exists in its current form.

MGT-X801
Introduction to Fundraising
1 unit | Online Fixed-Date | Nonprofits secure revenue from a variety of different sources – individuals, corporations, foundations, and government, and through a variety of different means – membership dues, gifts, events, grants and contracts. Students will gain an understanding of the varying funding landscapes and how to create a successful fundraising strategy based on organizational needs.

MGT-X802
Managing Today's Nonprofit Teams Through Effective Risk Management
1 unit | Online Fixed-Date | This course is designed to provide participants with the basic skills needed to manage nonprofit teams. Nonprofit teams may include: executive staff, management staff, line staff and volunteers. Students will develop supervisory, verbal and communication skills as well as human resource basics and legal and ethical practices for managing people.

MGT-X803
Introduction to Nonprofit Financial Management
1 unit | Online Fixed-Date | Learn how to best ensure financial success for your nonprofit. This class is structured for students with little or no experience in financial management and will introduce the student to financial organizational structures and internal financial controls, basic accounting concepts, interpreting and analyzing required financial documents, financial reporting, and budgeting.

MGT-X806
Developing Effective Nonprofit Boards
1 unit | Online Fixed-Date | Recruit, retain, and engage board members for greater success. Many board members lack an understanding of the true role of the board, what are the expectations of board members, and how board members will be evaluated. This class will teach nonprofit leaders how to recruit, retain and engage board members for the mutual benefit of the organization and those who serve on its board.

MGT-X807
Fundamentals of Program Evaluation
1 unit | Online Fixed-Date | This course will give students an understanding of key evaluation methods and that can help your organization determine whether or not its programs are making an impact and/or, how that impact can be strengthened.
Nonprofit Management Certificate

Continued from previous page

**MGT-X804**
Attracting and Retaining the New Volunteer Workforce for Today's Nonprofit Organization
1 unit | Online Fixed-Date | This course will provide an overview of how the demographic of today’s volunteers is changing, how best to deploy the talents of these multi-generational volunteers, and understand how to provide a structured objective framework to be accomplished by the volunteer corps.

**MKT-X850**
Marketing Fundamentals
1 Unit | Online Fixed Date | This course provides a comprehensive overview of the basics of marketing, how marketing influences every department in an organization, and how understanding the consumer can make a major impact to produce successful results.

<table>
<thead>
<tr>
<th>Course Schedule and Enrollment Links</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT-X800 Overview of Nonprofit Sector</td>
<td>FA, SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
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<tr>
<td>MGT-X801 Introduction to Fundraising</td>
<td>FA, SP</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X802 Managing Today’s Nonprofit Teams Through Effective Risk Management</td>
<td>FA, SP</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X803 Introduction to Nonprofit Financial Management</td>
<td>SP, SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X806 Developing Effective Nonprofit Boards</td>
<td>SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X807 Fundamentals of Program Evaluation</td>
<td>SU</td>
<td>Online Fixed-Date</td>
<td>$299</td>
</tr>
<tr>
<td>MGT-X804 Attracting and Retaining the New Volunteer Workforce for Today’s Nonprofit Organizations</td>
<td>FA, SP</td>
<td>Online Fixed-Date</td>
<td>$299</td>
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<tr>
<td>MKT-X850 Marketing Fundamentals</td>
<td>FA, SP</td>
<td>Online Fixed-Date</td>
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<tr>
<td>Certificate Fee (One-time fee)</td>
<td></td>
<td></td>
<td>$45</td>
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</tbody>
</table>

*Schedule and Tuition subject to change*
The Caster Family Center for Nonprofit and Philanthropic Research in the School of Leadership and Education Sciences at USD has gathered and analyzed data to report on San Diego’s influential nonprofit and philanthropic sector.

See the current statistics on what nonprofits and philanthropy look like in the San Diego region, as well as the critical trends in organizational readiness, workforce development, fundraising, and public policy directly related to the sector’s ability to fulfill their social purpose mission. Access the latest and previous State of Nonprofits Annual Reports and Quarterly Index here.

The courses offered are excellent and cost for courses are affordable. Instructors are skilled and knowledgeable to the subject.

-Yasha People

In partnership with University of San Diego’s Nonprofit Institute.

Learn about the Nonprofit Institute Signature Programs and Events.
Build a solid foundation for project success by applying the Project Management Body of Knowledge (PMBOK® Guide) framework. University of San Diego is an approved R.E.P. Provider and offers exclusive PMI San Diego Chapter Benefits to certificate track students.

Courses and Certificate Program
Enroll in individual courses or complete 4 core courses to earn a certificate.

Who Should Attend
This program is intended for those seeking a hands-on approach to gaining project management skills and methodologies. Individuals who are preparing to take the PMP certification exam, or PMP credential holders seeking to fulfill professional development units.

PMP-X853
Introduction to Project Management Integration, Scope and Stakeholder Management
2 unit | Online-Fixed Date
Learn how projects align with an organization’s programs and portfolios to achieve overall objectives, this course will provide students with a foundational perspective on Project Management.

PMP-X854
Project Management Schedule, Cost, and Risk Management
2 unit | Online-Fixed Date
This course serves as an introduction to project schedule, cost, and risk management knowledge areas. Students will learn to apply analytical perspectives to understand project inputs and outputs to construct proper project plans, as well as, reviewing available resources to leverage in constructing and keeping project plans on track.

PMP-X855
Project Communication, Resource and Agile Management
2 unit | Online-Fixed Date
This course serves as an introduction to the Project Communication, Resource, and Agile Management frameworks. The successful outcome of a project team varies directly with the skills of the team leader. With a focus on the project management of Stakeholders, Project Resources and Communications, students learn to apply Agile Methodology to assess team health, resource allocation, and needs.

PMP-X856
Project Quality, Procurement and Closure Protocols
2 unit | Online-Fixed Date
This course will explore fundamentals of Project Quality Management, students will also survey Project Procurement Management, Contract Negotiations Make-or-Buy Analysis, Just-in-Time Procurement, and how to Monitor & Control contracts while paying attention to all details.
Project Management Certificate

Core Course Schedule and Enrollment Links

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Term</th>
<th>Location/Format</th>
<th>Price</th>
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<tr>
<td>PMP-X853</td>
<td>Introduction to Project Management Integration, Scope and Stakeholder Management</td>
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<tr>
<td>PMP-X854</td>
<td>Project Management Schedule, Cost, and Risk Management</td>
<td>FA, SP</td>
<td>Online Fixed-Date</td>
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<tr>
<td>PMP-X855</td>
<td>Project Communication, Resource and Agile Management</td>
<td>SP, SU</td>
<td>Online Fixed-Date</td>
<td>$599</td>
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<tr>
<td>PMP-X856</td>
<td>Project Quality, Procurement and Closure Protocols</td>
<td>FA, SP</td>
<td>Online Fixed-Date</td>
<td>$599</td>
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</table>

Certificate Fee (One-time fee) $45

Exclusive Benefits for Certificate Students

PMI-SD joined together to provide ambitious certificate track students with two great benefits:

- **Free Attendance to a PMI San Diego Chapter Event**
  USD Project Management Certificate students may attend one free Chapter event per quarter. This applies to any San Diego Chapter event, except the Conference, including breakfast, lunch, happy hour and other social events.

- **Free San Diego Chapter Membership for One Year**
  In order for a member to join the PMI San Diego Chapter, they must first register through PMI global. The cost to join PMI is $129 + a one-time $10 application fee.

Registered Education Provider (R.E.P.)

The University of San Diego, Division of Professional and Continuing Education is a PMI® Registered Education Provider (R.E.P.). As a R.E.P. we have been approved by PMI® to issue professional development units (PDUs) for all our project management courses. "Professional Development Units (PDUs):" You can earn your Education PDUs by attending classes offered by USD. PDUs are the measuring unit used to quantify your professional development as part of the Continuing Certification Requirements (CCR) program. 1 PDU = 1 hour of learning/activity.

USD is a proud sponsor of PMI® San Diego Chapter

PMI, PMP, PMBOK and the PMI Registered Education Provider Logo are registered marks of the Project Management Institute, Inc.
Remote/Online Fixed-Date
The University of San Diego’s Burnham-Moores Center for Real Estate, in collaboration with the USD Division of Professional and Continuing Education, has developed this certificate program for real estate, finance and development industry professionals who want to expand their practical knowledge base and learn today’s most cutting-edge real estate best practices.

Courses and Certificate Program
Enroll in individual courses or complete all 8 courses (6 core and 2 electives), plus CEQA seminar to earn a certificate.

Who Should Attend
Professionals who wish to obtain a foundation for a career in real estate. Students who seek knowledge in other real estate disciplines or specialization within the real estate industry. Individuals interested in pursuing further professional study without committing to a graduate program.

Schedule
Courses meet once a week for four sessions virtually and scheduled in the evenings from 6PM to 9:10PM

REP-X806
CEQA Seminar
This seminar was designed for professionals interested in land development and environmental law by providing an overview of the key local, state and federal environmental regulations that govern land use. The seminar will review current trends, as well as, review major environmental issues confronting land use development and offer proactive site planning and design techniques to minimize environmental impact and promote sustainability.

REP-X810
Managing the Entitlement Process
1 unit | Core | The course will identify the various regulatory criteria that may affect project design and the inter-connection, consecutive, and sequential processes required for governmental review and approval. Learn to recognize the policy documents, zoning regulations, and environmental studies that may affect your project budgets and timelines.

REP-X813
Real Estate Investment and Income Analysis 101
1 unit | Core | Gain skills necessary to analyze financials. The objective of this course is to acquire an understanding of finance and investment fundamentals in the real estate world. This class will examine the basics of financial analysis that informs the real estate investor in decision-making and the lender for underwriting.

REP-X814
Real Estate Investment and Income Analysis 102
1 unit | Elective | Build financial models for the acquisition and refinancing of commercial real estate. Students will prepare financial models and analysis for the case studies to determine the overall profitability and feasibility and to identify the risk attributes that can affect the investment.

REP-X815
Real Estate Market Analysis
1 unit | Core | This course is aimed at providing students with a foundational understanding for real estate market analysis, reviewing highest and best uses for a given site and a longer-term planning vision for a market site. Students will focus on various property types including but not limited to housing, office, industrial and retail property.

REP-X816
Real Estate Finance
1 unit | Core | This course will give the student a working knowledge of the types of income properties with emphasis on underwriting the cash flows from each of the four main property types. It will also identify sources of capital and analyze the types of financing available in today’s commercial real estate markets.
Real Estate Finance, Investments and Development Certificate

In partnership with University of San Diego’s Professional and Continuing Education to offer a Real Estate, Finance, Investments and Development Certificate. Courses are designed especially for real estate, finance and development industry professionals who want to expand their practical knowledge base and learn today’s most cutting-edge real estate best practices.

Visit sandiego.edu/realestatecertificate for more information.
Real Estate Finance, Investments and Development Certificate

### Core Courses and Enrollment Links

<table>
<thead>
<tr>
<th>Course Code and Title</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
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<td>REP-X810 Managing the Entitlement Process</td>
<td>SP, SU</td>
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<tr>
<td>REP-X813 Real Estate Investment &amp; Income Analysis 101</td>
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<td>Remote</td>
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<td>REP-X815 Real Estate Market Analysis</td>
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<tr>
<td>REP-X816 Real Estate Finance</td>
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</tr>
<tr>
<td>REP-X817 Legal Aspects of Real Estate</td>
<td>SP</td>
<td>Remote</td>
<td>$450</td>
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<tr>
<td>REP-X835 Real Estate Development Process</td>
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### Elective Courses and Enrollment Links - 2 Required

<table>
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<th>Term</th>
<th>Location/Format</th>
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<tr>
<td>REP-X814 Real Estate Investment and Income Analysis 102</td>
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<tr>
<td>REP-X818 Property Management</td>
<td>SP</td>
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<td>REP-X828 Asset Management</td>
<td>FA</td>
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<td>REP-X838 Commercial Real Estate Valuation</td>
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**Certificate Fee** *(One-time fee)*

- $45

### Outside Certificate Course and Enrollment Link

<table>
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<th>Term</th>
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<tr>
<td>REP-X840 Real Estate Projects In Action</td>
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<td>Lecture</td>
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*Schedule and Tuition subject to change*
## Strategic Online Marketing Certificate

### Remote/Online Fixed-Date

In the fast growing world of marketing, professional development training is the best way to achieve career advancement. The University of San Diego, Division of Professional and Continuing Education offers this comprehensive certificate in Strategic Online Marketing. This high-quality program will give you the critical skill sets and components needed to complete a successful digital marketing campaign.

### Courses and Certificate Program

Enroll in individual courses or complete all 8 courses to earn a certificate.

### Who Should Attend

Anyone who has the responsibility of creating a marketing plan to increase sales or visibility of their company or organization; those who require online marketing continuing education to seek professional promotion; anyone who is considering a career change and desires a comprehensive introduction to the field of online marketing.

### Schedule

Courses meet once a week for four sessions virtually and scheduled in the evenings from 6PM to 9:10PM

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>MKT-X804</td>
<td>Content Marketing</td>
<td>1</td>
<td>Students will learn how best to leverage existing online marketing tools such as email marketing platforms, ghost blogging, online article publishers, leveraging SEM and link building best practices, best practices in video creation, and VSEO, landing page, lead generation.</td>
</tr>
<tr>
<td>MKT-X805</td>
<td>Social Media Marketing</td>
<td>1</td>
<td>This course will give students the knowledge to strategically approach social media, as well as having a key understanding of what networks your customers are using and how they are using them.</td>
</tr>
<tr>
<td>MKT-X806</td>
<td>Online Advertising</td>
<td>1</td>
<td>Students will learn the key elements and strategies behind successful online advertising as well as the best practices needed to implement a successful campaign. The objective of this course is for you to understand the benefits of creating and buying online advertising as well as implementing and running campaigns online.</td>
</tr>
<tr>
<td>MKT-X807</td>
<td>Web Analytics</td>
<td>1</td>
<td>Students will learn how to pick the right analytics tools for your needs and will immerse yourself in the world of data.</td>
</tr>
<tr>
<td>MKT-X808</td>
<td>Capstone Project Presentation</td>
<td>1</td>
<td>Students will utilize previously learned online strategies and tactics to develop a working Online Marketing Plan that can be put to use immediately in your business. Students will be asked to present their Capstone Project for final evaluations.</td>
</tr>
<tr>
<td>MKT-X811</td>
<td>Principles of SEO and Onsite Optimization</td>
<td>1</td>
<td>Students will learn how search engines work, the principles behind search engine algorithms and how those algorithms should directly impact your website design process, website layout and onpage keyword usage.</td>
</tr>
<tr>
<td>MKT-X812</td>
<td>Offsite SEO Strategies: Link Building, Content Marketing and Website Authority</td>
<td>1</td>
<td>This course builds on SEO concepts and strategies taught in Principles of SEO and Onsite Optimization (MKT-X811), and will expand on offsite optimization.</td>
</tr>
<tr>
<td>MKT-X813</td>
<td>Building Your Brand and Digital Strategy</td>
<td>1</td>
<td>Students will explore the basics of Building a Brand. Explore topics such as purpose and value of a brand, brand strategy and digital branding strategy components.</td>
</tr>
</tbody>
</table>
## Strategic Online Marketing Certificate

USD Professional and Continuing Education is a proud partner of the SoCal Marketing Club. Learn more about the SoCal Marketing Club.

**Course Schedule and Enrollment Links**

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Term</th>
<th>Location/Format</th>
<th>*Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT-X804 Content Marketing</td>
<td>FA, SP</td>
<td>Remote</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X805 Social Media Marketing</td>
<td>FA, SP</td>
<td>Remote</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X806 Online Advertising</td>
<td>SU</td>
<td>Remote</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X807 Web Analytics</td>
<td>FA, SP</td>
<td>Remote</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X808 Capstone Project Presentation</td>
<td>FA, SP</td>
<td>Remote</td>
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<tr>
<td>MKT-X811 Principles of SEO and Onsite Optimization</td>
<td>FA, SP</td>
<td>Remote</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X812 Offsite SEO Strategies: Link Building, Content Marketing and Website Authority</td>
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<td>Remote</td>
<td>$379</td>
</tr>
<tr>
<td>MKT-X813 Building Your Brand and Digital Strategy</td>
<td>FA, SP</td>
<td>Remote</td>
<td>$379</td>
</tr>
</tbody>
</table>

**Certificate Fee** (One-time fee)

$45

*Schedule and Tuition subject to change

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(619) 260-4565 | sandiego.edu/businessprograms
Test Preparation Courses

Classroom
If you are seeking admission to law school, graduate school/college or a professional certification, you will benefit from the exceptional instruction provided by the University of San Diego Test Preparation Courses. For over 35 years, USD has helped thousands of students improve their test scores and achieve their educational goals. Studies have shown that students who receive tutoring on test-taking skills and strategies develop confidence and competence to attain the highest possible score.

Who Should Attend
Individuals seeking admission to law school, graduate school, college, or to pass a professional exam to advance their career. Our various online and traditional classroom courses are scheduled throughout the year to meet the needs of today’s busy student or professional.

LSAT Course
Apply critical reading methods, analytical skills and diagramming techniques to aggressively tackle the LSAT.

FE Fundamentals of Engineering Exam, Other Disciplines Preparation
Gain the skills necessary to pass the State Examination and become certified as an Engineer-in-Training (EIT). The course is geared toward passing the NCEES Computer Based Tests (CBTs) on the first try.

PHR / SPHR
The PHR or SPHR certifications can assist HR professionals with career advancement or transition. Our course covers technical and operational aspects of HR practices, laws and regulations in the US as well as additional topics.

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<tr>
<td>LSAT Course</td>
<td>Open</td>
<td>Online/Classroom</td>
<td>$1195</td>
</tr>
<tr>
<td>FE Fundamentals of Engineering Exam, Other Disciplines Preparation</td>
<td>Open</td>
<td>Classroom</td>
<td>$795</td>
</tr>
<tr>
<td>PHR/SPHR</td>
<td>Open</td>
<td>Classroom</td>
<td>$895</td>
</tr>
</tbody>
</table>

Contact Enrollment and Student Services to get started today!
Monday through Friday | 8:30 a.m. - 5:00 p.m. (PST)
(619) 260-4585 | Toll Free (888) 321-6658 | continuinged@sandiego.edu
<table>
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<td>Open</td>
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<tr>
<td>GRE Course</td>
<td>Open</td>
<td>Online</td>
<td>$895</td>
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(619) 260-4585 | Toll Free (888) 321-6658 | continuinged@sandiego.edu
Graduate Degrees for Working Professionals

**Earn Your Master’s Degree 100% Online - in Just 20 Months!**
Want to advance your career but don’t have the time to go back to school? With cutting-edge curriculum designed to meet the demands of busy professionals, USD’s offers four 100% online master’s degree programs that provide the skills needed for advancement.

- USD is a top 100 U.S. University ranking by U.S. News and World Report.
- Complete your master’s degree in just 20 months.
- Online flexibility in an interactive, collaborative environment
- Innovative, cutting-edge curriculum
- Accomplished faculty with extensive experience in the field
- Strong networking opportunities and experiential learning
- All programs are WASC accredited.

**Master of Education**
The online Master of Education program is designed for experienced K-12 educators who seek to become a designer of learning and enhance their skills. Choose one of five specializations: School Leadership, Literacy and Digital Learning, STEAM (Science, Technology, Engineering, Arts and Mathematics), Inclusive Learning: Special Education and Universal Design or Curriculum and Instruction. [Learn more.](#)

**Master of Science in Cyber Security Operations and Leadership**
This degree program is designed to serve the needs of a diverse set of individuals who are currently in cyber security roles as well as those interested pursuing a career in cyber security. With its curriculum dedicated exclusively to critical aspects of cyber security, this master’s program will deliver an immersive and unique career building, career enhancing educational opportunity. [Learn more.](#)

**Master of Science in Health Care Informatics**
The health care industry is in need of clinicians and administrators who can mobilize innovative technologies. If you are working in an IT or clinical role, this program will prepare you for a leadership position in health informatics through curriculum that develops your technical skills while also building core leadership competencies specific to the health care environment. [Learn more.](#)

**Master of Science in Law Enforcement and Public Safety Leadership**
Created in collaboration with law enforcement and public safety agencies, this degree is designed to prepare police and other law enforcement professionals for leadership and management positions through its practical and contemporary curriculum. Key areas of focus include communications, leadership, business management (including budget and finance), conflict resolution and ethics. Tuition reduction is available for union and association members and the military. [Learn more.](#)

Learn more at [onlinedegrees.sandiego.edu](http://onlinedegrees.sandiego.edu)
Open Campus

Concurrent enrollment for the community in USD campus courses.
Open Campus at the University of San Diego provides a unique opportunity for professionals, students and high school graduates, to take fully accredited campus courses on a space-available basis at the University of San Diego.

Steps for Application
1. Search for classes in our MySanDiego Campus Schedule.
2. Identify the courses you wish to take and email opencampus@sandiego.edu with the detail. In the email please include the class name, number (CRN), times and instructor.
3. Create a PCE student account using the "Account Login" link from the top of http://pce.sandiego.edu.
4. Complete the Application Form online.
5. Print the Instructor Approval Form for instructor approval for the course you want to attend. This will help you confirm that space is available in the class and the instructor will be able to determine if there are any prerequisites to completed for the specific class. Please ensure that this form is signed both by the instructor and the department Chair. Applications without both signatures will not be accepted.
6. Submit the Instructor Approval Form to Professional and Continuing Education Open Campus Office located in Founders Hall Case Maria, room 148G.
7. Pay the registration and course fee by the deadline.

Please note the following items before applying:
- All applications must be accompanied by a $45.00 non-refundable application fee.
- Required credentials:
  A. Official transcripts of any attempted college work.
  B. Official final high school transcript or proof of high school graduation or equivalent.
- Open Campus limited to a maximum of six courses per semester, with a cumulative total of eighteen semester units maximum.
- All semester deadlines apply in the case of Open Campus. Those enrolled in Open Campus attend class with degree-seeking students and participate in the same course activities and requirements.
- Please check transferability requirements of your home institution if you plan to transfer credits earned through USD’s Open Campus. USD does not guarantee transfer of credit. All transfer decisions are up to your home institution.
- Financial aid and university housing are NOT available to Open Campus students.
- International students with F-1 visa status are eligible for Open Campus if they are enrolled full-time at another institution and have maintained good immigration standing. A letter from your immigration advisor supporting part-time enrollment at USD must be submitted with your application including copies of your current Form I-20, passport page, visa page and I-94 card (front and back).
- International students with visa types other than F-1 may be eligible to apply and must consult with the International Admissions Counselor. International students seeking to study may contact P&CE as some programs and course loads will qualify them for a student visa.
- All students at USD, including those enrolled through Open Campus, are responsible for maintaining standards of conduct and academic integrity as outlined in USD campus policies.

Contact Us (619) 260-4585
(888) 321-6658 | continuinginged@sandiego.edu
Drive Organizational Success with Practical, Results-Driven Training Programs

USD’s fully customized training solutions are developed to meet your organization’s unique needs.

Every custom training engagement begins with a meeting between USD’s instructional designers and our partner client to identify knowledge gaps and prioritize training objectives. When you work with USD, you can feel confident knowing that the educational program you bring to your team will be designed to address your organization’s exact needs. We understand that no two companies are alike, and never use the same curriculum twice. We draw on the university’s strong connections to the community and its proven commitment to academic excellence.

Create a solution with USD!

- USD Education Specialist as the main-point of contact
- Access to industries top practitioners and academics
- Programs created and delivered in a quick turn-around or over a set period of time for a small group or large company-wide roll-out
- Over 400 courses available to customize and match your needs and objectives
- Relevant training materials that supplement the learning experience and can be used as a reference long after training is completed
- Graduate level extension credit offered to employees that successfully complete training programs
- Official USD transcripts, certificates, and professional awards upon successful completion of training requirements
- Credit validation for in-service training from an Accredited University
- Course delivery onsite on USD’s beautiful campus or online

Learn more! Contact us to discuss your needs and request a proposal. (619) 260-4585 | continuinged@sandiego.edu
Featured Corporate Training

Drive Your Organizational Success with Practical, Results-Driven Training Programs

Management and Leadership Skills
Develop Your Management Team
Management requires a solid understanding of business and financial planning, the skills to both manage and lead a team, and the ability to solve problems and make decisions. A training and development program can be customized to provide leadership techniques to motivate, engage, coach and mentor staff to achieve your organization’s goals.

Project Management Certificate
Develop the Knowledge and Skills Needed to Ensure Project Quality and Projected Outcomes
Build a solid foundation for project success that exposes you to the Project Management Body of Knowledge framework. Anyone who is or is planning to be a Project Manager should be trained in these important skills to keep projects on task, on time, and on budget.

Lean and Six Sigma Certificates
Gain the Critical Skills You Need to Lead a Process Improvement Team
More than $6 million savings was achieved by a recent cohort of student graduates who collectively saved their companies this amount. Lean and Six Sigma programs are designed to prepare you with the background you need for Quality and Process Improvement. USD offers several program tracks with hands-on project-based learning opportunities. You can choose an individual Six Sigma track as a standalone course or combine tracks to earn a Certificate in Lean Six Sigma.

Center for Cyber Security Engineering and Technology (CCSET)
Training, Consulting, Audit, and Operational Services
CCSET’s Training, Consulting, Audit, and Operational services have been developed to help organizations in creating a cyber-security minded corporate culture, to address relevant cyber security topics your organization faces and mitigate threat. CCSET services are customizable to cover specific cyber security areas unique to your organization.

CCSET provides programs tailored to specific organizational needs. Programs can be anything from a half-day for an all-staff general cyber security hygiene workshop, to in-depth, multi-day, interactive trainings for staff, middle management, and or executives. These programs are meant to transfer applied knowledge and skill in a focused, practical way. Our trainings are conducted by members of our highly trained and experienced faculty/fellow practitioners and are an easy way for your organization to stay current in this critical and rapidly changing field.

Learn more! Contact us to discuss your needs and request a proposal.
Andrew Drotos, Director of Professional and Public Programs
(619) 260-5986 | adrotos@sandiego.edu
Join Our Team of Accomplished Practitioner Instructors!

**Do you want to teach and develop knowledge and skills in others?**

Professional and Continuing Education (PCE) is continually growing, expanding, and updating a wide variety of courses and programs of study. Last year alone, there were over 35,000 enrollments in over 400 courses. Many of those courses were new.

As part of a top ranked university, PCE hires instructors who are experienced practitioners that can develop and/or teach in a stimulating and participative learning environment for students. Being an instructor is a rewarding role for anyone that has knowledge and practical real-world experience. If you are currently an instructor or ready to become one as an expert in your field, contact us.

---

**Contact Us to Discuss Your Interests and apply to be an Instructor or Subject Matter Expert.**

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Sr. Program Coordinator  
619-260-5976 | emarin@sandiego.edu

**Educator Programs**  
Jeanne Heaphy,  
Sr. Program Manager  
(619)260-7582 | jheaphy@sandiego.edu

**English Language Programs**  
Francine Chemnick,  
Director  
(619) 260-7621 | francinechemnick@sandiego.edu

**Test Preparation**  
Cathie Barclay,  
Sr. Program Coordinator  
(619) 260-5954 | cbarclay@sandiego.edu

**Customized Programs**  
Andrew Drotos,  
Director of Professional and Public Programs  
619) 260-5986 | adrotos@sandiego.edu