



2022 SUMMER

Business Programs

Online and Remote Learning

Business Programs at the University of San Diego

Advance Your Career with Professional and Continuing Education from USD



Change is the only constant in today's business climate. The University of San Diego's Professional and Continuing Education business certificate programs provide you with the insight and tools needed to sustain an edge in this highly competitive industry. Through our cutting-edge curriculum, students can choose business courses that focus on all facets of this career field, from entrepreneurship and business development to marketing and management.

PCE's Business Programs offer certificate programs, stand-alone courses, and workshops that seek to enhance student's professional development and help them become leaders in their chosen career.

Who Should Attend?

The business certificate programs are well suited for anyone who wishes to pursue a business career, including recent graduates, new and seasoned professionals, or even those looking to make a career change. Professionals seeking to up their skills in the areas of project management, digital marketing, leadership, nonprofit management, and commercial real estate begin this coursework to advance their careers and make new network contacts.

Benefits of USD's Business Programs

Some of the benefits students can expect from our many online business programs include:

- 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.
- Continue your education at a nationally ranked university with a cutting-edge curriculum and proven programs.
- Learn from expert faculty members who are also experienced practitioners.
- Benefit from small class sizes that offer personalized and superior support to enhance learning.
- Sign up for convenient and flexible program schedules, with no application requirement.



FEATURED COURSES

PRICE: \$299 | 1 UNIT

Designed to empower nonprofit professionals, this continuing education course will explore marketing fundamentals to help develop and implement creative content strategies to build brand awareness and engage customers. This course will introduce students to aspects of traditional marketing, explore digital marketing strategies and best practices, plus review real-world case studies. [Online Fixed-Date](#)

PRICE: \$450 | 1 UNIT

Explore real estate market analysis cutting edge practices, reviewing highest and best uses for a given site and a longer-term planning vision for a market site. In addition, students will focus on various property types including but not limited to housing, office, industrial and retail property. Students will also identify demand and supply, management and marketing issues and forces, which drive rents and prices. [Remote](#)

PRICE: \$599 | 2 UNITS

This introductory course to the Project Management Certificate will review the value of stakeholder identification, communication, and managing business partner relationships. Students will learn how the project manager can approach complex business relationships and projects while influencing their team and stakeholders positively. In addition, students will identify the leadership skills and styles necessary to create a high-performing team capable of realizing and managing projects from current to future state outcomes. [Online Fixed-Date](#)

PRICE: \$299 | 1 UNIT

Nonprofits secure revenue from a variety of different sources – individuals, corporations, foundations, and government, and through a variety of different means. Understanding the funding landscape, and its agility from organization to organization, is key to developing a successful fundraising strategy. While approaching each contributor requires its own strategy, this course will provide students with the basic components needed for making a compelling fundraising case. [Online Fixed-Date](#)

FEATURED COURSES

PRICE: \$1375 | 2 UNITS

This course will illustrate data analytics with Excel using fundamental statistical concepts (i.e., descriptive statistics, statistical inference, and regression analysis). In so doing, it offers students a jumping-off point into the world of visualizations and data-driven decision-making from a one-stop-shop software solution. Participants will become adept at tools such as Pivot Tables, the Data Analysis Toolpak, the VLOOKUP, and other formulas which are relevant and applicable to today's vast enterprises and business endeavors. [Online Fixed-Date](#)

PRICE: \$379 | 2 UNITS

Today's digital landscape is all about building connections through authentic means with multi-dimensional and generational beings. This course will assist students in developing brand awareness and improve online presence, reflect on what brand means to a company's culture, learn how communicate effectively with web designers and developers. [Remote](#)

PRICE: \$450 | 1 UNIT

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. [Remote](#)

PRICE: \$299 | 1 UNIT

This course provides a foundation for understanding nonprofit organizations within the greater context of the nonprofit sector and society as a whole. Students will learn the characteristics of nonprofit organizations, their organizational structures and unique dimensions of the state of the sector. [Online Fixed-Date](#)

PRICE: \$450 | 1 UNIT

The land development entitlement process often seems like an incomprehensible maze. This course will help identify the various regulatory criteria that may affect project design, and the inter-connective, consecutive, and sequential processes required for governmental review and approval. Students will learn to recognize policy documents, zoning regulations, and environmental studies that may affect your project budgets and timelines. [Remote](#)

PRICE: \$299 | 1 UNIT

Most nonprofits fall short of understanding the talent management component of attracting, retaining and sustaining volunteers within their organizations. This class 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. [Online Fixed-Date](#)

PRICE: \$379 | 1 UNIT

Online advertising can lead to an increase in sales and leads if done correctly. In this course, you will learn the key elements and strategies behind successful online advertising as well as the best practices needed to implement a successful campaign. This course is practical and focuses on you being able to understand the benefits of creating and buying online advertising as well as implementing and running campaigns online. The objective of this course is for students to have a solid understanding of the different types of advertising and feel comfortable choosing the best options for their business. [Remote](#)

PRICE: \$379 | 1 UNIT

This practical Search Engine Optimization (SEO), course is designed to give students a foundational understanding of 'onsite' (SEO). 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. [Remote](#)

PRICE: \$299 | 1 UNIT

The primary reason that nonprofits struggle with poor board governance is that board members have never been trained and often misunderstand their important governance role. This course will teach the history of governance in the nonprofit sector, and the readings and discussions will focus on ways to increase the effectiveness of boards by recruiting, training, engaging, and evaluating board members. [Online Fixed-Date](#)

FEATURED COURSES

PRICE: \$599 | 2 UNITS

In this course, students will dive into the aspects necessary for establishing a methodology that includes project work, requirements, and information needed to establish logical project phases, work packages, and deliverables. Students will discover how to build a framework that aligns with their organization's values and business objectives when developing a project management plan. In addition, students learn how to identify qualitative and quantitative measures utilized to drive project cost and speed while prioritizing valuable project outcomes.

Online Fixed-Date

PRICE: \$1,375 | 2 UNITS

Introduction to Data Visualization and Storytelling with Tableau is a hands-on course that introduces how one develops meaningful data visualizations to provide actionable information for relevant audiences. Participants will learn data ethics and theory of data storytelling and use Tableau, an interactive analytics platform, to visually analyze data and create meaningful dashboards. *Online Fixed-Date*

PRICE: \$379 | 1 UNIT

Take your brand to the next level by cultivating your brand awareness and presence. Learn to develop engaging social media marketing campaigns by addressing your audience and followers. In this course we will discuss how to approach social media from a strategic angle by understanding what networks your customers are using, and how they are using them. We will identify and set up social media channels that work best for your business and look at the different ways in which you can and should be engaging and participating in social media to drive awareness to your company in the most efficient and cost-effective way.

Remote

PRICE: \$379 | 1 UNIT

Web analytics is arguably one of the most vital aspects of any marketing campaign. This course will help you understand the data we have access to on a daily basis from various websites, social networks, and advertising campaigns to be able to make effective decisions. Not only will you learn what to measure and how to measure it, but you will also discover how to analyze the data and use it to optimize your website and campaigns. You will learn how to pick the right analytics tools for your needs, and will immerse yourself in the world of data. *Remote*

PRICE: \$315 | 1 UNIT

This practical Search Engine Optimization (SEO) course is designed to give students a foundational understanding of 'onsite' (SEO). 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.

Online Fixed-Date

PRICE: \$315 | 1 UNIT

This course is designed to build upon the onsite SEO concepts and strategies taught in the prior course and to help give students an additional (yet critical) layer of SEO knowledge pertaining strictly to offsite optimization. Ultimately, the offsite SEO process centers around building website authority and doing so in a way that not only builds brand awareness and popularity but also appeals directly to the foundational components of search engine algorithms.

Online Fixed Date

CERTIFICATES AND SERIES

This continuing education program is intended for those seeking to gain the knowledge and skills needed to prepare for project management roles. This program will prepare students take the certification exam for Certified Associate in Project Management (CAPM)[®].

This focused continuing education is intended for professionals seeking to learn the latest in Search Engine Optimization (SEO) best practices. You'll learn to interpret, communicate and understand the ins and outs of SEO and Analytics by laying the foundation for online success. Understanding SEO tactics, techniques, and strategies will leverage your competitive edge as a business professional, elevate your online performance, and leverage growth. Offered by the University of San Diego's Division of Professional and Continuing Education, this 12-week online program provides you with a high-quality learning experience focused on fundamental SEO and Marketing Analytics best practices.

Looking for a career that gives you a great income and the chance to truly succeed? Look no further than Tech Sales. The Tech Sales Program at USD is a real-world training that delivers immediate results in your professional life and fuels long-term Sales career aspirations.

This continuing education program will assist students to gain an understanding of core concepts including brand positioning, market segmentation, competitive analysis, marketing channels and metrics.

This continuing education program is designed to help you build the professional and practical skills and knowledge needed to support the sustainability and growth of nonprofit organizations.

This continuing education program is designed to sharpen your project management skills and deepen your understanding of essential strategies and methodologies.

This continuing education program is intended for those who want to expand and gain essential skills in financing, developing, managing, and selling commercial real estate projects, and explore the legal, entitlement, and environmental aspects as well as other important elements of development and project management.

The Cannabis Healthcare and Medicine Certificate program advances the knowledge and practice of cannabis medicine for health care providers and allied health professionals by improving their understanding of cannabis's medical properties. As the cannabis industry develops, there will be an ever-increasing demand for knowledgeable workers in the industry, especially when it comes to those focusing on cannabis as a medicine. Cannabis is not only new to most people, it is also a very complicated subject that not many people have direct experience with. High quality education on the subject is paramount and will set students apart to participate in this sought-after industry. This program is created in partnership with Green Flower Media Inc., the leader in cannabis education and training.

CERTIFICATES AND SERIES

This online professional certificate program is designed to provide practical and statistical techniques and skillsets in Data Analytics and Visualization. Courses in this modern program will prepare participants to solve real-world data problems for insights that lead to better decisions and strategic business actions. Start by exploring how to efficiently utilize data analyses and then how to effectively communicate and display findings to inform and direct decision-making. Working professionals and data enthusiasts will explore and apply in-demand tools and analytical topics in this four-course certificate.

Keep businesses and individuals safe from cybercrime as an expert in the rapidly-growing cybersecurity industry. The University of San Diego Cyber Bootcamp powered by Fullstack Academy uses best-in-class live-online training and tools to produce graduates in high-demand. Interested in launching your career in cybersecurity?

This continuing education program will provide practical digital marketing skills you can use to grow your own business, position yourself for digital marketing jobs, and feel confident to begin yourself for lucrative freelance/consulting work. Plus, students will learn search engine optimization (SEO) and content marketing strategies to generate website traffic and engage visitors with their offerings.

The Salesforce Administrator Career Certificate prepares students for careers in customer relationship management (CRM) through hands-on practice with Salesforce tools. Students will gain a strong understanding of business processes in sales, the sales cycle, and more. Through projects, students will practice their skills and have a portfolio of work to show to future employers, in addition to a certificate co-branded with the University of San Diego and Salesforce.

Interaction Design and Prototyping for XR is becoming an essential skill for anyone working in design and technology. This course offered in partnership between Circuit Stream and the University of San Diego, teaches you the design fundamentals of XR with a practical and hands-on curriculum that focuses 100% on learn-by-doing. By the end of the course, you will have an industry recognized XR Design certificate and a portfolio of projects that can be used to showcase your new skill sets to current or future employers.

Earn an industry leading AR/VR certificate for one of the fastest growing skills in the market with University of San Diego in partnership with Circuit Stream. Augmented reality (AR), virtual reality (VR) and extended reality (XR) development is a high-growth career track in a rapidly growing space. Through a proven, project-based curriculum, you will learn online in 10 weeks the in-demand skills needed to build immersive technologies in XR.

Social entrepreneurship is a rapidly developing and evolving field in which nonprofit and business leaders design, grow and lead mission-driven enterprises. To meet demand, we are offering a completely online social entrepreneurship certificate featuring a global perspective with input from organizations and speakers from San Diego, around the U.S. and internationally. This certificate considers the full spectrum of social business models, including nonprofit organizations, enterprises developing revenue-generating products or services for a social goal, and socially responsible for-profit companies. Participants will have an opportunity to dive deeper into the tools and models that drive successful social enterprises and, finally, to explore and test how these might apply to their organizations and careers. This program will expose participants to: theories of entrepreneurship, models of social change, management skills and the leadership required for successful socially entrepreneurial organizations.



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.

DISCUSS YOUR INTERESTS AND APPLY TO BE AN INSTRUCTOR OR SUBJECT MATTER EXPERT.

BUSINESS PROGRAMS

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