



UNIVERSITY OF DELAWARE
**PROFESSIONAL &
CONTINUING STUDIES**

FALL 2024
PROGRAMS AND COURSES

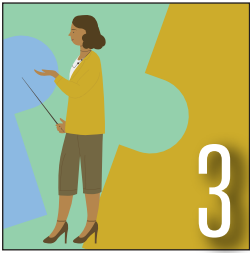
A COURSE WITH REAL-WORLD IMPACT

UD alumnus Jeffrey
Martindale puts his
project management
skills to work for the
city of Newark

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Standard Noncredit Refund Policy: If a program is canceled by the University, a full refund is provided. A refund, less a \$75 processing fee, will be given to anyone who withdraws from a program if written notice is received by Professional and Continuing Studies via mail, email or fax two full business days prior to the program start date. No refunds will be awarded for withdrawals made less than two full business days before the program start date or after the program has started.

If a course, program or event lists a specific refund policy or deadline on its program web page or registration form, then the program-specific policy supersedes the general policy listed on this page.

Credit Tuition Refunds and Course Drop/Add: For details about course drop/add, course withdrawal or tuition refund for UD credit courses, visit pcs.udel.edu/dropadd.

POSTMASTER: Send address changes to Division of Professional and Continuing Studies, University of Delaware, Newark, Delaware 19716.

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What can UD do for YOU?

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

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

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

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

The UD Professional and Continuing Studies ACCESS Center

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

ACCESS Center services and resources include:

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

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

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



Credit courses and degree completion

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

- The fall semester begins **August 27**.
- For the latest information regarding the UD academic calendar, consult udel.edu/academics/registrar/calendar.
- Ready to search for a course? Visit udel.edu/courses.
- Ready to register? Visit pcs.udel.edu/registration.
- For questions, advisement or assistance with registration, contact the Professional and Continuing Studies ACCESS Center at access-advise@udel.edu or 302-831-8843.

Over-60 free tuition benefit for Delaware residents admitted to an undergraduate or graduate program

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

For more information, contact the Professional and Continuing Studies ACCESS Center at access-advise@udel.edu or 302-831-8843.

Lifelong learning opportunities

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

Customized learning

UD PCS is a leader in providing customized education programs to help your organization achieve its strategic training and employee professional development goals. Programs are developed by leveraging the best research-based and applied knowledge for your organizational needs. UD's customized learning team will provide support with every aspect of a program from conceptualization through implementation.

Customized learning and organizational training

Customized training programs are tailored to your organization's needs and can be delivered online, on-site or on campus for a cohort sized to your particular need.

A wide variety of topics are available from our portfolio of programs designed for an evolving workforce, including business, healthcare and other fields, as well as executive education programs that meet the specific needs of your organization. University of Delaware faculty and external subject matter experts provide exceptional learning opportunities for your team. Programs are customized to your company culture and can be developed from the ground up.

Comprehensive instructional design and course delivery solutions

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

Professional executive coaching

We help organizations develop employee strengths, address challenges, improve productivity and increase job satisfaction. We design new or enhance your existing coaching programs, including professional and executive-level services. Customized learning is followed by a post-training survey to ensure outstanding learning outcomes.

Benefits to your organization

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

Other benefits include:

- Strengthening your workforce through proven leadership programs
- Optimizing work processes and increasing employee retention
- Gaining a UD-backed credential and digital badge upon training completion
- Improving relationships through diversity, teamwork and communications programs
- Developing your workforce by providing a complimentary needs assessment to note areas of interest from employees

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

Professional development programs and courses

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

Our programs cover a wide range of in-demand training topics, such as Project Management, Ground School and FAA Part 107 Test Prep, Microsoft® Excel, Instructional Design, Foundations of Brewing Science and Brewery Operations, Clinical Trials Management, and Paralegal. We also have test preparation courses for the ACT, GMAT, GRE, LSAT and Praxis and numerous Self-Paced Programs that allow you to learn at your own pace.

See pages 7–10 for complete program listings.

Online learning opportunities through UD Online

The University of Delaware offers a wide variety of undergraduate and graduate credit courses online, from liberal arts to sciences—as well as more than 25 degree programs, certificate programs or professional development programs—and more are developed every year. Ranging from an associate in arts to an MBA or an M.S. in mechanical engineering, online programs from the University of Delaware are ideal solutions for students and professionals seeking to advance their education while accommodating their busy schedules. Learn more on page 12 and at udel.edu/academics/online.





BUILT TO ORDER

When companies need education, UD delivers

By Eric Ruth

Not too long ago, in the earnestly business-like offices of JPMorgan Chase, the bank's executives put down their spreadsheets, picked up their notebooks and waited for the college lecture to begin.

Class was in session, without a campus in sight. Over at biopharma innovator Incyte, where next-gen science is in the corporate DNA, a group of up-and-coming leaders discovered a new sort of tech magic: professors who leaped across the internet and into the pharma company's offices in Wilmington and California.

Graduate-level Blue Hen coursework had gone coast-to-coast, at the speed of light.

At business after business—schools, construction firms, hospitals—the University of Delaware is ambitiously aiming to become Delaware's vendor of choice for corporate human development training, designing and delivering custom classes at a moment's notice—"our place or yours."

It's aptly called the Customized Learning program, UD's answer to the growing demand for practical, pain-free, personalized employee training. Each year, businesses, nonprofits and even government agencies from various industry sectors enlist the kind of instruction usually studied by backpack-wearing, degree-chasing college students. Utilizing more than 1,500 faculty experts across UD, the program blends the

University's service mission with immediate community application.

"We are nimble, we are flexible, we are responsive. And we can make it Delaware-specific, something that bigger outside consultants can't offer," says Monica Browne, program coordinator for Customized Learning, one of many open-to-the-public educational opportunities offered by UD's Division of Professional and Continuing Studies.

Deep resources, nimble response

The list of clients tapping into UD's Customized Learning services includes some of the state's elite bodies: health provider ChristianaCare and the Wilmington VA Medical Center.

As they juggle shifting workforce dynamics and evolving needs, UD's teams take a deep dive into their clients' individual priorities, weaving together a course of instruction that can be customized at a near-cellular organizational level.

"We try to approach it in a team fashion and think of ourselves as being a thought partner to these organizations," says Laura Valadakis, UD's Customized Learning solutions manager. "We don't just go in and sell a product, we try to identify their needs and work together."

Some Customized Learning courses serve up the meat-and-potato topics that are perennial concerns to any organization—leadership skills, DEI, intro-level Excel.

Other courses have evolved as global needs evolve: There's now a Design Thinking course, Data Analysis programming and Advanced Telehealth Coordinator training.

No matter the need or goal, UD can swiftly tap resources across its 10 colleges and schools to design practically any course, in any format: in person or online; recorded or live. In some cases, the program enlists external industry experts who bring an even sharper "real world" practicality to coursework.

Two of the program's core offerings are the PocketMBA (a nine-month mini-course in business leadership) and the Patient Experience Academy (which applies hospitality practices to hospitals, helping providers view patients as "guests"). Multiple instructors from inside and outside of campus are often required for such extended training, and UD's team sometimes works for months in advance to align course material with company needs.

"Our employees really valued the business acumen and the management skills they could leverage from day to day in the Pocket MBA course," says Danette Conley, Incyte's director for employee development. "The one thing that was universal was how it helped them connect to each other. As a result of that, they felt confident reaching out to other employees to collaborate."

For more information, visit
pcs.udel.edu/customized.



PROJECT MANAGEMENT SKILLS HELP RETAIN A TOWN'S HISTORY

UD alumnus Jeffrey Martindale puts his project management skills to work for the city of Newark

KATHY F. ATKINSON

By Lisa Walenceus

When University of Delaware alumnus Jeffrey Martindale became the chief procurement and projects officer for the city of Newark, he turned to UD's Division of Professional and Continuing Studies (UD PCS) to find the project management training he needed to handle his diverse portfolio of responsibilities.

"No day is the same in the city manager's office, and you have to be prepared to be a utility player and to do multiple jobs at once," he said.

"Whether I'm working on procurement, facilities maintenance or sustainability projects, we have to achieve the best results in the least time for the lowest cost — that's where project management comes in."

"You learn a lot from actually doing the work," Martindale continued. "But you can still have gaps in your approaches, and you won't necessarily see better ways to achieve your goals if you're in a vacuum. Rather than approaching problems with 'this is the way I've always done it,' I'm trying to keep up with best practices."

New tools for new challenges

Martindale credits Ryan Crawford, UD PCS Project Management Certificate instructor, with providing a fantastic explanation of a variety of tools that he was able to use quickly on the job for the benefit of Newark.

"For example, correctly using Gantt charts for projects that impact multiple departments has been very helpful in sharing schedules in a

digestible way across a broad spectrum of employees," Martindale said. "Similarly, RACI charts, or Responsibility Assignment Matrices, have been instrumental in determining who needs to be looped in on project details, and when. In local government, employees' time is always at a premium and knowing detailed schedules in advance and when to loop folks in significantly cuts down on wasted time, which yields more efficient governance."

Making Newark a better place

Since earning his master of public administration degree from UD's Joseph R. Biden, Jr. School of Public Policy and Administration in 2019 and going to work for the city of Newark, Martindale has completed projects that include transitioning Newark's vehicle fleet to electric where feasible, making Newark's facilities safer and more accessible, and finding grants to limit taxpayer burden in the city's budget. He feels the restoration of the historic 1877 Newark Passenger Train Station on South College Avenue is a great example of how project management tools can have a real-world impact.

This nearly 150-year-old building houses the Newark History Museum and its collections. Returning it to top order will require extensive structural work like replacing the roof and repairing architecturally unique windows, at a cost of \$700,000.

"The Newark Train Station holds a great deal of Newark's history dating

back to the 1800s. While its functional place in the city has been reduced in recent years, we must retain its history for generations to come,” Martindale said. “Construction plans and timelines are fairly easy. The harder part for this project was building buy-in from the community and the state to get the funding we needed.”

A systematic approach to success

Project management recognizes that projects are unlikely to succeed if both internal and external partners are not effectively engaged: A stakeholder analysis is the first step in understanding the web of relationships that could impact success. Understanding stakeholder needs follows, then early engagement with communications tailored to specific audiences, management of expectations and adapting approaches as the project progresses.

“I often tell my project management students that projects are like snowflakes. Snowflakes have common elements of cold air, moisture and atmospheric pressure, but no two are quite alike,” Crawford said. “Similarly, all projects have common elements of schedule, scope and budget, but no two are quite alike and shouldn’t be managed as such. It’s best to use your fundamentals and adapt them to best fit for your project’s needs versus a one-size-fits-all approach. And especially in the case of Jeff’s project, it’s important to know your audience and perform exceptional stakeholder management. It’s great to see adaptation of tools and techniques deliver project value for the city of Newark.”

Good partnerships drive success

Martindale sees a strong partnership with the Newark Historical Society as a critical outcome of the train station project.

“We’re very grateful to the Newark Historical Society,” Martindale said. “They were instrumental to the project with letters of support to the state legislature that really moved the needle positively and allowed us to get the state funding we needed to do the renovations we needed at the train station. And they’ve also done a lot of fundraising to help us keep the building in shape moving forward.”

Ready to take on the role of project manager?

UD’s Project Management Certificate gives participants a foundation of these essential skills:

- **Communication:** Mastering the art of conveying project objectives, updates and feedback.
- **Leadership:** Learning how to inspire and guide your team members to success.
- **Adaptability:** Gaining the tools needed to help you embrace change and pivot when needed.
- **Problem-solving:** Having the skills to face challenges and find creative solutions.
- **Organization:** Knowing how to keep everything under control—tasks, deadlines and resources.

For many students, the UD PCS Project Management Certificate program has served as a first step to attaining the Project Management Institute’s (PMI®) Project Management Professional (PMP®) designation, which remains the global standard for professional project managers.

The Project Management Professional (PMP®) credential is the most important industry-recognized certification for project managers. Globally recognized and respected, the PMP® shows the experience, education and competency to lead and direct projects. The PMP® credential is offered through the Project Management Institute (PMI®).

UD’s fall Project Management Certificate offering begins Sept. 11.



“I really appreciated the group project experience in the project management course much more than I expected. I think Ryan must have taken a thoughtful approach to putting together our teams, and it was amazing how well we worked together—the course was an inspiration for how I hope I can help my team.”

—Charmian Makell, director of grant administration for D.C. Public Schools



“In the nonprofit world, community engagement and trust are vital to our mission and our effectiveness in carrying out projects, and engagement and trust are also vital within our organization. Our team has grown and changed so much over the past five years, so the change management principles that I learned with my project management certification have been really important to our continued success.”

—Emily Gayle, operations and governance manager for Wilmington Alliance



“One of the core principles I reinforce with the project management class is that projects exist to deliver value. When bringing a team together on a common goal or set of goals with a clearly understood and well-articulated value proposition, you can better tap into the diverse backgrounds and experiences of the team to leverage strengths in the ultimate pursuit of value delivery.”

—Ryan Crawford, PMP, course instructor and corporate director of ChristianaCare’s Enterprise Portfolio Management Office



EMPOWERING FACULTY FOR STUDENT SUCCESS

Instructional Design Certificate supports instructional excellence

By Lisa Walenceus and Eric Ruth

Mohsin Siddiqui, University of Delaware associate professor in construction engineering and management, has used technology to create innovative teaching strategies for more than a decade. Now, with the help of the expertise he gained in UD PCS' Instructional Design Certificate program, he's working to fine-tune that innovative approach and share it with his fellow professors.

"Faculty have always consulted with instructional designers and web developers to create online materials," he said. "I thought 'Wouldn't it be great for faculty themselves to be able to do it?' That would minimize the time and effort needed to develop new courses.

"So, I took material that I needed for a civil engineering course, and over the first two courses in the instructional design program, really quickly, I learned how to create modules that were visually appealing and appropriate for my audience. My work toward the certificate had an immediate impact on the undergraduate courses that I teach."

Because he works in the Department of Civil and Environmental Engineering, which values innovative teaching, he found a receptive audience for the lessons he learned in the course.

Siddiqui's colleague, associate professor Jennie Saxe, sees his new knowledge of best practices in instructional delivery as a resource for the department. An example is their work on the department's prep course

for a national exam that undergraduates must pass to become professional engineers.

"It's useful to learn from someone who's done what you're trying to do," Saxe explained.

"Mohsin shared what he learned with us as we moved our Fundamentals of Engineering exam prep course from a Google Drive to Canvas [UD's learning management system]. In that transition, we created a much more engaging platform for students to access review materials. We know students who are more engaged are more likely to succeed."

Saxe applied the lessons learned to her own course in Canvas as well. "At first, I was intimidated by the Canvas design tools, but my conversations with Mohsin inspired me to give them a try. Making my Canvas sites more student-friendly was surprisingly easy."

That constant mindset of improving excellence is part of the department's DNA, Siddiqui said.

"UD's Department of Civil and Environmental Engineering has many faculty members involved in the American Society of Civil Engineers ExCEED [Excellence in Civil Engineering Education] program as fellows and mentors," he explained. "And we have several UD Excellence in Teaching Award recipients. Our department head, Jack Puleo, who received one of these awards in 2007 and 2019, emphasizes collaboration and support for instructional excellence, so we work together to provide the best instruction possible."

He continued, "In addition to the work at UD, I am actively involved in curricular development and accreditation through the Applied and Natural Science Accreditation Commission, a part of ABET [Accreditation Board for Engineering and Technology]. I serve on the executive committee as a volunteer, and I lead training development for team chairs and program evaluator volunteers."

Siddiqui values the opportunity to share what he learned while earning his certificate. He said, "The Instructional Design Certificate courses took us through an incremental process of understanding learning, from breaking down the subject matter to achievable and measurable goals to using proven instructional techniques and ensuring diversity, equity and inclusion, as well as accessibility, in delivery and content. I can see a useful learning community developing from this experience."

Department chair Puleo recognizes Siddiqui's efforts to share his expertise. "For years, Mohsin has been a go-to source for faculty regarding Canvas and other IT needs for course delivery. He was especially sought out during the COVID shutdown when we had to switch rapidly to online course instruction. Beyond Canvas, I am confident that with these new skills learned through earning the certificate, he will be able to assist more faculty within and outside the department hone their educational delivery."

Want to develop your instructional design skills? See program on page 8.

NONCREDIT CERTIFICATE | ONLINE

Advanced Facebook Marketing Certificate

Every organization can benefit from a Facebook presence. With more than 3 billion monthly users, Facebook gives businesses, nonprofits, government agencies and nongovernmental organizations many ways to promote their mission, products and services; increase support and outreach; and boost sales and recognition.

Designed for students with fundamental to midlevel social media marketing skills, this program delves deep into the intricacies of Facebook marketing, offering participants hands-on experience in leveraging advanced features. Students will gain a comprehensive understanding of how to utilize Facebook to plan and create a cohesive and effective marketing strategy.

SCHEDULE: Self-paced class, coming spring 2025!

PRICE: \$950. See website for discounts.
pcs.udel.edu/socialmedia

NONCREDIT CERTIFICATE | ONLINE

Advanced Instagram Marketing Certificate

With more than 2 billion monthly users, Instagram is the ideal social media marketing platform for small businesses, service industry organizations, tourist destinations and more. In this course for participants with fundamental to midlevel social media marketing skills, students receive in-depth, hands-on experience researching, developing, executing and analyzing comprehensive Instagram marketing strategies. They will learn how to design and launch Instagram ad campaigns, optimize an Instagram profile, set effective social media goals, develop a distinctive brand voice, boost engagement with Reels and Stories, promote products, hold classes and host live Q&A sessions using Instagram's live video.

SCHEDULE: Self-paced class, coming fall 2024!

PRICE: \$950. See website for discounts.
pcs.udel.edu/socialmedia

NONCREDIT CERTIFICATE | ONLINE

Advanced LinkedIn Marketing Certificate

With more than 930 million members worldwide, LinkedIn is arguably the premier social media tool for business-to-business marketing. Designed for participants with fundamental to midlevel social media marketing skills, this course covers optimizing a business profile or company page, creating custom content, building brand awareness and more.

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

SCHEDULE: Self-paced class, coming fall 2024!

PRICE: \$950. See website for discounts.
pcs.udel.edu/socialmedia

CREDIT DEGREE | ONLINE

Associate in Arts Online

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

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



CREDIT CERTIFICATE | ONLINE OR IN-CLASS

Business Essentials Certificate

Through courses offered both online and on campus, students and working professionals can earn this business-related certificate. The program consists of four targeted courses from UD's Alfred Lerner College of Business and Economics:

- Economic Issues and Policies
- Survey of Accounting
- Introduction to Business (offered online only)
- Fundamentals of Finance

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

NONCREDIT CERTIFICATE | ONLINE

Clinical Trials Management Online Certificate

Opportunities in the field of clinical trials management are many and varied, including clinical research, regulatory compliance, scientific writing, marketing and data management. Employment settings include pharmaceutical, biotechnology, medical device companies, contract research, hospitals, educational institutions and independent contractors. Designed for professionals with a strong science or healthcare-related background, this program covers site management, data management, U.S. regulatory implications, safety and auditing, and marketing a product, including core concepts consistent with the Association of Clinical Research Professionals (ACRP) certification exams, a valuable credentialing opportunity for clinical research professionals.

SCHEDULE: September 3–December 10, 2024
PRICE: \$2,295. See website for discounts.
pcs.udel.edu/clinical-trials

NONCREDIT COURSES | LIVE-ONLINE

College Test Preparation Courses

UD test prep courses are intensive programs that provide students with the tools they need to excel on their ACT, GRE, GMAT, LSAT, SAT and Praxis exams.

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

LOCATION: All courses offered live-online. See website for details.

PRICE: See website for current pricing and discounts.

pcs.udel.edu/test-prep

NONCREDIT CERTIFICATE | LIVE-ONLINE

Foundations of Brewing Science and Brewery Operations

Designed to give participants the qualifications to join the thriving craft brewing industry, this course provides the practical knowledge and hands-on experience that breweries seek. Serious home brewers also will benefit from this scientific yet enjoyable opportunity to elevate their knowledge.

Topics include beer styles and guidelines, raw materials, hot-side and cold-side operations (with a focus on cellar operations and entry-level work), brewery safety and chemical use, brewing equipment, packaging, and quality. The program features an optional in-person session and beer tasting at Delaware Park's 1937 Brewing Company.

SCHEDULE: Wednesdays, September 18–November 20, 2024, 7–9 p.m.

PRICE: \$995. See website for discounts.

Participants must be at least 21 years old.

pcs.udel.edu/brewing

NONCREDIT COURSE | ONLINE

Foundations of Digital Marketing Certificate

Learn how to incorporate digital platforms into your marketing mix and meet your audience online. This course introduces participants to the foundational concepts of digital marketing and provides the skills needed to distinguish among digital opportunities, develop a brand standard, discover target audiences and more. The Foundations of Digital Marketing Certificate is designed for anyone involved in the planning, implementation or measurement of digital strategies, or who would like to pursue a career in these areas.

SCHEDULE: Self-paced class can be started anytime.

PRICE: \$650. See website for discounts.
pcs.udel.edu/digital-marketing

NONCREDIT CERTIFICATE | ONLINE

Foundations of Social Media Marketing Certificate

Designed to keep pace with today's ever-changing digital landscape, this program introduces participants to leveraging social media to build and extend brand awareness, increase visibility, engage current and potential customers, cultivate brand ambassadors, gain new customers, promote growth and support organizational goals. The program is ideal for business owners who want to utilize or optimize social media marketing to reach their clients, aspiring social media managers, marketing and communication professionals, sales professionals or anyone looking to start a social media marketing business.

SCHEDULE: Self-paced class can be started anytime.

PRICE: \$650. See website for discounts.
pcs.udel.edu/socialmedia

NONCREDIT CERTIFICATE | ONLINE

Instructional Design Certificate

Instructional design focuses on the development and creation of effective and engaging e-learning and digital training across a broad range of industries, such as healthcare, education, technology and more. Designed for anyone who wants to apply instructional design principles to create an effective digital learning experience or become an instructional designer, this program provides a hands-on, applied training method with the opportunity to build a portfolio of instructional design projects. Estimated time to complete the full three-course program is 10 months.

- Foundations of Instructional Design
- Curriculum Development for Instructional Design
- E-learning and Course Development for Instructional Design

SCHEDULE: Starts September 9, 2024

PRICE: \$5,500 (3-course series).

See website for discounts.

pcs.udel.edu/instructional-design

NONCREDIT COURSE | LIVE-ONLINE

Microsoft® Excel Essentials

Gain the foundational skill set needed to navigate Excel with confidence and acquire familiarity with Excel's data management capabilities. Participants will learn to summarize datasets and prepare a workbook for distribution on a professional level. The program is designed for students, recent graduates and other job seekers who are looking to add marketable skills to their resumes.

SCHEDULE: Tuesdays, September 3–October 1, 2024, 6–9 p.m.

PRICE: \$495, course materials included.

See website for discounts.

pcs.udel.edu/ms-excel

NONCREDIT COURSE | LIVE-ONLINE

Microsoft® Excel Advanced Concepts

Gain the skills needed to work with complex datasets using advanced functions and formulas in Microsoft® Excel. Learn to present data insights using advanced charting techniques, set up forms for collaborative workplace projects, and prepare interactive pivot tables for distribution on a professional level. This program is designed for students, recent graduates and other job seekers with Excel skills who wish to learn advanced concepts.

SCHEDULE: Tuesdays, October 8–November 5, 2024, 6–9 p.m.

PRICE: \$495, course materials included. See website for discounts.

pcs.udel.edu/ms-excel

NONCREDIT COURSE | LIVE-ONLINE

Microsoft® Excel Advanced Reporting and Analytics

Gain advanced skills for creating interactive dashboard reports and data visualizations in Microsoft® Excel by using the capabilities of Power View, Power Pivot and DAX formulas. Focus expands from traditional pivot tables to state-of-the-art Power Pivot data modeling. The program is designed for students, recent graduates and other job seekers with Excel skills who wish to learn advanced reporting and analytics.

SCHEDULE: Tuesdays, November 12–December 10, 2024, 6–9 p.m.

PRICE: \$495, course materials included. See website for discounts.

pcs.udel.edu/ms-excel



ISTOCK

NONCREDIT CERTIFICATE | ONLINE/IN-CLASS

Nonprofit Leadership Certificate

Designed for staff and board members of small to mid-sized nonprofit organizations, this program provides training for nonprofit leaders wishing to manage their organizations efficiently and effectively. Taught by accomplished trainers in the nonprofit sector, it allows participants to develop action plans for their program or organization while also providing valuable peer-to-peer learning opportunities. Topics include financial management, fundraising and grant writing, technology planning, board governance, HR management, volunteer management, advocacy and leadership succession planning.

SCHEDULE: August 29–December 12, 2024 (Program meets for eight full-day sessions at 100 West 10th St., Community Service Building, Wilmington, Del., and seven half-day sessions online.)

PRICE: \$2,595. See website for discounts and organizational pricing.

pcs.udel.edu/nonprofit-training

NONCREDIT CERTIFICATE | IN-CLASS

Paralegal Certificate

Paralegals fill a vital role in the legal community, and for nearly 45 years, UD's program has been preparing legal assistants and paralegals in the region. Opportunities for paralegals are projected to continue expanding in the public sector, corporate legal departments, insurance companies, real estate and title insurance firms, banks and more. Led by a faculty of experienced attorneys and judges covering the American system of law, court systems and procedures, legal research and writing, and the major branches of law, the program receives frequent outreach from area firms seeking paralegals.

SCHEDULE: September 4, 2024–August 13, 2025, Mondays/Wednesdays, 6–9 p.m., Wilmington, Del.

PRICE: \$4,250, textbooks additional. See website for discounts and scholarships.

pcs.udel.edu/paralegal-certificate

PRE-COLLEGE PROGRAMS

UD Credit Courses for High School Students

High school students interested in taking credit courses as Continuing Education Non-Degree (CEND) students are required to schedule an appointment with an ACCESS Center academic advisor (see page 3). ACCESS advisors are available to answer questions, offer guidance and assistance with course selection and registration, and provide required forms. Advisors are available to support students throughout the process.

HOW TO GET STARTED

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

CONTACT: access-advise@udel.edu or 302-831-8843

pcs.udel.edu/pre-college

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

Through established partnerships with participating high schools, academically qualified juniors and seniors can simultaneously earn high school and college credits by taking designated University of Delaware courses.

Students can:

- Learn from expert UD faculty
- Start on college while saving time and money
- Gain experience taking college-level courses
- Take courses not available at their schools
- Enhance their college applications

Check out the variety of options available for dual enrollment at pcs.udel.edu/high-school-dual-enrollment.

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

UD Early College Credit Program

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

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

NONCREDIT COURSE | LIVE-ONLINE

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

Legally flying a drone for commercial use requires a Federal Aviation Administration (FAA) Part 107 remote pilot certificate. During this intensive live-online course, flight instructors provide comprehensive online training by addressing regulations, airspace, weather, loading and performance, operations and other vital topics.

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

SCHEDULE: Saturday, November 2, Sunday, November 3 and Saturday, November 9, 2024, 8 a.m.–1 p.m.

PRICE: \$395. See website for discounts.

pcs.udel.edu/drones

NONCREDIT CERTIFICATE | LIVE-ONLINE

Project Management Certificate

Successful companies and organizations in all fields use project management to achieve breakthrough results. Whether you are new to the project management discipline or looking to formalize your project management experience, this program is designed to help you acquire a set of functional tools and techniques that can immediately be applied in the workplace. Students are taught current foundational knowledge and have an opportunity to earn professional development units (PDUs) required by the Project Management Institute (PMI®) to maintain certifications or earn contact hours to apply for a certification exam. Principles from the PMBOK® (A Guide to the Project Management Body of Knowledge®), the PMI® Agile Practice Guide and other relevant sources are applied.

SCHEDULE: Wednesdays, September 11–November 13, 2024, 6–9:30 p.m.

PRICE: \$2,750. See website for discounts.

pcs.udel.edu/project

NONCREDIT COURSE | ONLINE

RN Refresher Online Program

Have you been out of active nursing practice? Do you wish to update your nursing knowledge and return to a clinical setting? Does your state board of nursing require a refresher course for licensure reactivation? Designed to help you expand your nursing options, UD's RN Refresher Online Program includes an online didactic component providing the latest updates in evidence-based nursing practice and patient care management, as well as a clinical component consisting of preceptored adult medical-surgical clinical hours in your location or state (optional for nurses with active licenses).

SCHEDULE: 15-week didactic component begins August 28, 2024.

PRICE: \$1,400, textbooks and additional fees may apply. See website for discounts.

pcs.udel.edu/rn-refresher

NONCREDIT COURSES | ONLINE

Self-Paced Programs

In collaboration with MindEdge, a leader in online education founded by Harvard University and MIT educators in 1998, we offer programs that allow you to learn anytime, anywhere. Courses are offered in professional exam preparation, business communication, project management, human resources, business finance and other in-demand areas. Check our website for the full list of offerings.

PRICE: See website for pricing and discounts.

pcs.udel.edu/self-paced

PROFESSIONAL CERTIFICATION PROGRAM

UD Montessori Teacher Residency (UDMTR)

Building a Montessori learning community begins with the Montessori teacher. UD's Montessori teacher training program combines in-school teacher residency with coursework and is accredited by the Montessori Accreditation Council for Teacher Education (MACTE) for Elementary I and Elementary II programs. UDMTR's Primary and Elementary II programs prepare Montessori teachers for ages 3–6 and ages 6–12, respectively. UDMTR is a MACTE applicant in good standing for these programs and is relevant for public and independent Montessori schools and teachers interested in training for the Montessori classroom or expanding Montessori opportunities in their schools.

UDMTR also provides customized support, coaching and professional development to existing Montessori programs.

SCHEDULE: New Elementary and Primary teacher cohorts launch each July. Contact us to discuss enrolling, or for customized school programming and support.

pcs.udel.edu/montessori



NEW PROGRAMS COMING SOON

In response to popular demand, we are developing several new noncredit programs. Join our email list to receive more information as these courses are launched, and tell us what other training topics you would like to see UD PCS offer.

pcs.udel.edu/new-programs

Dynamic Leadership

Develop and enhance your leadership skills in three areas:
Leading Self, Leading Others, Leading the Organization.

Foundations of Project Management in Spanish

Conducted in Spanish, acquire practical tools and techniques applicable in the workforce by learning to define and execute projects effectively.

Introduction to Python Programming

Designed for beginners, gain hands-on experience through practical exercises and build your own Python applications.

Strategic Communication

Acquire essential tools for crafting impactful messages in the modern digital sphere by honing your proficiency in persuasive messaging and digital content creation.

Technical and Professional Writing

Master concepts such as accessibility and usability, document and data design, and a broad range of applied topics in the field.



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University of Delaware Online

Online learning options include a variety of academic degrees and programs



The University of Delaware offers an online learning environment designed to help you expand your skills and further your career. You will experience discovery-based learning, applied research and dynamic skill building. Our proven academic approach includes access to our expert faculty and leading-edge digital curriculum, all with the flexibility to maintain your ideal schedule.

Our academic reputation of excellence extends to our online curriculum, which combines a rigorous, experiential education with the convenience of online learning. Working professionals and online learners from around the world can now obtain a degree—on their schedule, from wherever they need to be.

“The University of Delaware helps our students achieve their educational and professional goals through our growing portfolio of high-quality, convenient and research-inspired online degrees, certificates and noncredit programs,” said George Irvine, UD associate provost for online learning and innovation.

“Our faculty and instructors inspire and challenge students in practical disciplines ranging from business administration and nursing to cybersecurity, strategic communication and public policy, and our online programs provide students with the flexibility they need to accommodate their busy schedules.”

[Learn more at udel.edu/academics/online](https://udel.edu/academics/online)



CINDY DOLAN

ONLINE PROGRAMS

- Applied Bioinformatics (ABNF-CERT) | Certificate
- Applied Research Methods | Certificate
- Applied Statistics | M.S.
- Associate in Arts | A.A.
- Bioinformatics (BINF-CERT) | Certificate
- Biomedical Informatics and Data Science (BIDS-CERT) | Certificate
- Composites Manufacturing and Engineering | Certificate
- Cybersecurity | Certificate
- Cybersecurity | M.S.
- Dietetic Internship | Certificate
- Educational Technology | M.Ed.
- Electrical and Computer Engineering | M.S.
- Exceptional Children and Youth | M.Ed.
- Interdisciplinary Evaluation Science | M.S.
- International Business | M.S.
- Literacy | M.Ed.
- Master of Public Administration | MPA
- MBA (6 specializations) | MBA
- Mechanical Engineering | M.S.
- Nursing | MSN
- Nursing Practice | DNP
- Program Evaluation | Certificate
- Railroad Engineering | Certificate
- Socially Responsible and Sustainable Apparel Business | Certificate
- Strategic Communication | Certificate
- Strategic Communication | M.A.
- Teacher Leadership | M.Ed.

Fall 2024 programs at a glance

PROGRAM	DATES/TIME	LOCATION	PRICE	FORMAT	PAGE NO.
ACT Prep	Multiple live-online offerings	Online	\$475	Course	8
Advanced Facebook Marketing	Self-paced	Online	\$950	Certificate	7
Advanced Instagram Marketing	Self-paced	Online	\$950	Certificate	7
Advanced LinkedIn Marketing	Self-paced	Online	\$950	Certificate	7
Associate in Arts		Online		Degree	7
Business Essentials		Online		Certificate	7
Clinical Trials Management	Tues., Sept. 3–Dec. 10	Online	\$2,295	Certificate	7
Drone: Ground School and FAA Part 107 Test Prep	Sat., Nov. 2, Sun., Nov. 3, Sat., Nov. 9, 8 a.m.–1 p.m.	Live-online	\$395	Course	10
Foundations of Brewing Science and Brewery Operations	Wed., Sept. 18–Nov. 20, 7–9 p.m.	Live-online	\$995	Certificate	8
Foundations of Digital Marketing	Classes start anytime	Online	\$650	Course	8
Foundations of Social Media Marketing	Classes start anytime	Online	\$650	Certificate	8
GMAT Prep	Multiple live-online offerings	Online	\$895	Course	8
GRE Prep	Multiple live-online offerings	Online	\$895	Course	8
Instructional Design Certificate	Starts Sept. 9	Online	\$5,500	Certificate	8
LSAT Prep	Multiple live-online offerings	Online	\$995	Course	8
Microsoft® Excel Advanced Concepts	Tues., Oct. 8–Nov. 5, 6–9 p.m.	Live-online	\$495	Course	9
Microsoft® Excel Advanced Reporting and Analytics	Tues., Nov. 12–Dec. 10, 6–9 p.m.	Live-online	\$495	Course	9
Microsoft® Excel Essentials	Tues., Sept. 3–Oct. 1, 6–9 p.m.	Live-online	\$495	Course	8
Montessori Teacher Residency		Hybrid and In-Classroom		Certificate	10
Nonprofit Leadership	Thurs., Aug. 29–Dec. 12	Online/In-class	\$2,595	Certificate	9
Paralegal Certificate	Mon./Wed., Sept. 4–Aug. 13, 2025	Wilmington	\$4,250	Certificate	9
Praxis: Core Math or Reading & Writing	Visit pcs.udel.edu/praxis-test-prep for details.			Course	8
Project Management	Wed., Sept. 11–Nov. 13, 6–9:30 p.m.	Live-online	\$2,750	Certificate	10
RN Refresher	Starts Aug. 28	Online	\$1,400	Course	10
SAT Prep	Multiple live-online offerings	Online	\$475	Course	8
Self-Paced Programs	Classes start anytime	Online	Various	Course	10



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- Join us to learn how a UD professional development program can help you **boost your resume** and **upgrade your skills**
- **Meet instructors and staff** via live-online Q&A sessions
- To RSVP, visit pcs.udel.edu/infoession



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