



UNIVERSITY OF THE  
**PACIFIC**  
University College

EDUCATIONAL OPPORTUNITIES FOR  
NON-TRADITIONAL STUDENTS

# Professional Development Catalog

2018-2019

ACADEMIC EXCELLENCE • COMMUNITY ENGAGEMENT • DIVERSITY + INCLUSION  
INTEGRITY + ACCOUNTABILITY • RESPECT + CIVILITY • STUDENT-CENTERED



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## General Information

### Continuing Education Units (CEUs)

CEUs are intended for use where employers, re-licensing agencies or others require a specified number of hours of study, and noncredit study is acceptable for fulfillment of those requirements.

### Extension Units (EXTN)

Extension units (EXTN) are academic units used to accelerate time to degree completion. Students are encouraged to check with their academic department in regards to these units counting toward their degree.

### Open Enrollment

Courses marked with “open enrollment” can be registered for at any time.

### Registration Policy

Registrations will not be accepted if not accompanied by full tuition. University College accepts payments by check, money order, cashier’s check, and all major credit cards.

### Cancellation & Refund Policy

All cancellation requests must be received in writing at least 3 business days prior to the course start date, and refunds are subject to approval. A \$25 fee will be assessed when canceling CEU or online courses. A \$10 fee will be assessed when canceling Extension courses. No refund will be given to no-shows or requests received less than 3 days prior to start date. Necessary forms can be obtained from University College.

### Accreditation

University of the Pacific is accredited by the Accrediting Commission for Senior Colleges and Universities of the Western Association of Schools and Colleges.



## Contact Us

1776 W. March Lane, Suite 290  
Stockton, CA 95207

Phone: 209.946.2424 | 800.959.5376

Office Hours: Mon. - Fri. 8:30am - 5:00pm

Website: [go.pacific.edu/UniversityCollege](http://go.pacific.edu/UniversityCollege)

Email: [UniversityCollege@pacific.edu](mailto:UniversityCollege@pacific.edu)

## LETTER FROM THE DEAN

Welcome to University College at University of the Pacific!

We offer educational opportunities for non-traditional students. We are committed to extending the learning opportunities of the campus beyond the traditional environment by delivering professional development courses online. We offer a variety of course options for whatever you are looking for - retraining, new skills, continuing education units, or certifications.

Thank you for choosing University College!

Patricia Campbell, Dean of University College

## University of the Pacific

Drawing on its rich legacy as the oldest chartered university in California, Pacific is a student-focused, comprehensive educational institution that produces outstanding graduates prepared for personal and professional success. Our student body thrives in Pacific’s small classes and dynamic cultural environment, while our distinguished alumni are transforming their communities every day.







Our certificate programs can help you stand out, stay current and make an impression that lasts.

By pursuing a certificate you can develop a deeper understanding of topics relevant to your field and learn critical skills for success. This makes it possible for you to enhance your career and prepare for new opportunities.

The majority of our certificates are online, so you have the flexibility to complete them on your own time.

## BUSINESS

### Business Coaching

Online • 3.2 CEUs • \$395

Mentoring and coaching have come to be used more frequently in organizations to improve leadership competencies and provide employee support. Learn skills in the development, implementation, and support of coaching and mentoring programs in your workplace.

### International Trade

Online • 20 CEUs • \$999

This certificate prepares small business owners and managers in multi-national corporations looking to gain a strong background in global management, marketing, and logistics. It also covers legal, cultural and political aspects of the international trade process. Open Enrollment.

### Productivity and Time Management

Online • 4.8 CEUs • \$595

Maximizing productivity and the use of time is the primary way to increase profitability and organizational success for a growing number of people and their organizations. Successful businesses and work organizations are moving from counting hours sitting in a chair to outcomes and results.

### NEW! Professional Sales Program

Online • 3 CEUs • \$3,565

Students will study the four-step Virtanza consultative selling process with the goal of becoming sales professionals who do more than just “sell,” but rather, learn everything there is to know about their clients; who put the needs of their clients first; who assess how those needs translate into success; and who build relationships that last long after the deal has closed. Passing the course leads to professional sales consultant certification and assistance with landing in a sales career position.



### Workplace Communication

Online • 5.6 CEUs • \$595

Good communication in the workplace is more important than ever and critical to successful career advancement. Learn a workable conflict management model, negotiation skills, and successful and practical conflict management strategies.

## EDUCATION

### Online Teaching

Online • 4.8 CEUs • \$495

For those new to teaching online, or those already teaching online. This certificate teaches you how to build an online course, foster online discussion, and encourage student interaction. The program will give you both the fundamentals of teaching online, as well as the most advanced tips and techniques in the business.

### Teaching Adults

Online • 3.2 CEUs • \$295

Whether you want to teach others or currently teach others, this course is for you. You will receive both the fundamental and advanced information to improve your teaching in either a formal or informal setting.

## LEADERSHIP

### Human Resource Management

Online • 3 CEUs • \$399

This program will teach you the basics of managing the benefits and policies that support an effective staff. What does an employer need to know about regulations? What are the key aspects of pay policies? How can employers avoid the traps of the employee selection process? You will discover the answers to these and other important questions. Open Enrollment.

### Leadership Development

Online • 4.8 CEUs • \$395

This certificate provides practical information on advancing your leadership potential and making a difference in both work and society. Find out what it takes to become an effective leader and discover your style of leadership while covering topics such as: building relationships, becoming socially perceptive to changes in the workplace, and utilizing your emotions in a positive and effective manner.



### Management

Online • 4.8 CEUs • \$595

Enhance your management skills through this program for supervisors, managers, and emerging leaders. Discover the keys for effectively managing your employees. Find out how to create clear expectations, engage and motivate employees, and increase your effectiveness.

### Nonprofit Management

Online • 5.5 CEUs • \$699

This program introduces learners to key management issues for nonprofit organizations. Fundraising, volunteer development, budgeting, reading financial statements, leadership, marketing, and setting strategic direction will all be addressed. Open Enrollment.



### Supervisory and Leadership

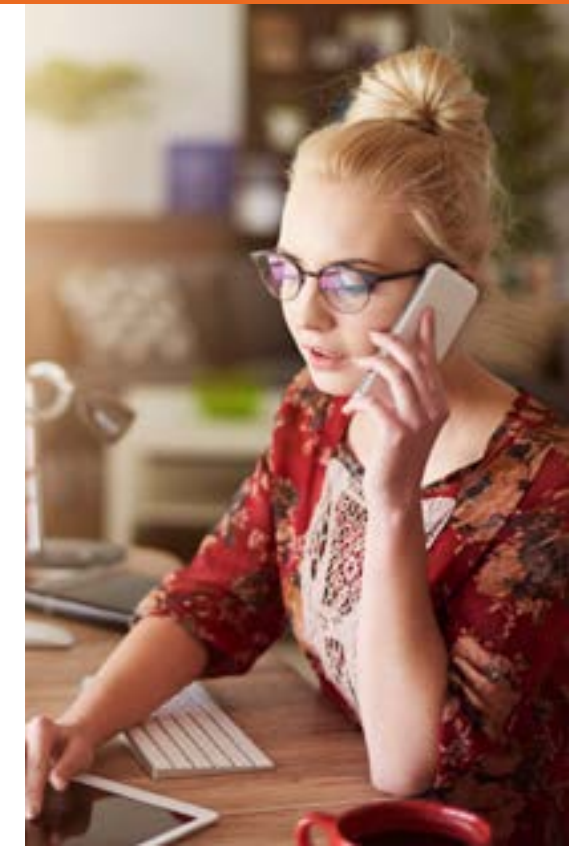
Online • 3.2 CEUs • \$395

Your employees are your most valuable resources. Ensuring the efficiency of your team is the key to your success and is your most important responsibility. Get practical, easy to understand, and insightful methods for new and even experienced supervisors and managers.

### Sustainable Management

Online • 2.5 CEUs • \$459

Sustainable management is managing a firm so that it generates profits for its owners, protects the environment, and improves the lives of the people with whom it interacts. The business case for sustainable management is that it can help a company's long-run profitability and success. Open Enrollment.



## CERTIFICATE SPOTLIGHT

### Entrepreneurship

Online • 2.1 CEUs • \$599

Thinking about starting your own business, but don't know where to start? Entrepreneurship has become a fast growing field of study as many individuals contemplate starting a new venture or establishing their own business. You'll learn the fundamental business training needed for your business to grow successfully through the use of selected readings, video, interactive exercises, and case studies.

Open Enrollment.



**CERTIFICATE SPOTLIGHT**  
**Substance Abuse**  
**Counselor**

Online & In Class • 24 EXTN Units  
\$525 per course

This program is designed to help individuals acquire the skills and certification necessary to counsel those who suffer from the effects of substance abuse.

Our program meets the education and training requirements established according to regulations from the State of California Department of Health, Division of Alcohol and Drug Programs.



**LEGAL**

**NEW! Cannabis Law**

Online • 5 CEUs • Price Options Vary

This certificate is designed for lawyers aiming to enhance their knowledge in the rapidly expanding and evolving area of cannabis law. Courses are developed to address legal, regulatory, business, and ethical issues related to cannabis law at the state and federal level.

Requirements: JD, Bar ID

Open Enrollment.

**Legal Secretary**

Online • 4.8 CEUs • \$645

This program is designed for both beginning and experienced secretaries who are interested in improving their skills and working more efficiently within the law office. Students will study such topics as: legal terminology; legal process; jurisdiction and venue; ethics; written communications including letters, pleadings, discovery, notices and motions; filing procedures, billing and accounting; time management; records management; an overview of commonly used word and data processing programs; legal research; and memoranda preparations.

**Paralegal**

Online • 9 CEUs • \$1,289

This program includes lectures on how to work as a full or part-time paralegal, or how to open your own freelance business. This intensive, nationally acclaimed curriculum is designed for beginning and advanced legal workers. Course topics include how to interview witnesses, investigate complex fact patterns, research the law, prepare legal documents, and assist in preparing cases for courtroom litigation.



**MARKETING**

**Digital Marketing**

Online • 4.8 CEUs • \$495

Come get a fundamental yet advanced introduction to digital marketing, including improving email promotions, analyzing your website traffic, doing search engine optimization, and how to successfully employ online advertising. Relevant for any type of organization. No eMarketing experience or expertise is necessary.

**Inbound Marketing**

Online • 4.8 CEUs • \$495

Inbound marketing is a way to help customers find you through an organic search. It is a process of using your website in a way that attracts visitors naturally through search engines and social media. Discover how to attract customers to your site, what kind of content to share with them, how to use landing pages and forms to collect names and email addresses, and how to implement campaigns that result in sales.

**Managing Social Media**

Online • 4.8 CEUs • \$495

Twitter, LinkedIn, and Facebook link millions of companies and organizations with their customers and clients. Come away with both an understanding of these social networks and practical, how-to techniques to integrate social networks into your business.

**Mobile Marketing**

Online • 4.8 CEUs • \$595

The way consumers are interacting with brands and connecting to the world is changing because of mobile devices. Find out about location-based marketing, mobile payments, QR codes, and mobile coupons. You will learn how mobile marketing can increase your capabilities to retain current customers and gain new ones. Finally, get the knowledge needed to implement a mobile marketing plan for your organization.

**Social Media for Business**

Online • 4.8 CEUs • \$495

Learn how social networks are used to develop a two-way communication and marketing strategy for your organization. Find out what you can be doing, what you should be doing, and take home a plan to integrate social networks into your communication and marketing.



**Video Marketing**

Online • 3.2 CEUs • \$395

Find out how to shoot simple, effective videos without costly fancy equipment or savvy technical skills. Discover the secrets to creating content that commands attention. Learn how to dominate Google and YouTube with your video and to strategically use YouTube to market your business.

**TECHNOLOGY**

**Data Analysis**

Online • 4.8 CEUs • \$495

Data analysis is quickly becoming one of the most sought-after skills in the workplace. Companies have vast amounts of data, but it is rare to have someone with the ability to analyze that data to see trends and make predictions. Whether your business is home based or a large company, add a whole new skill set to your portfolio, and make a big difference in the success of your organization by acquiring data analysis skills.



**Google Tools**

Online • 4.8 CEUs • \$495

Learn more about Google Analytics, Google apps for business, and Google+. Acquire new tips and techniques to increase your online savvy and ability to position yourself and your organization for greater success.

**Presentation Media**

Online • 4.8 CEUs • \$495

Presentation media are keys to communication, sales, speeches and any other effective presentations today. Find out how to use Prezi and Photoshop for presentations. Then discover the design elements to create visual presentations for success.



**CERTIFICATE SPOTLIGHT**

**Animal Shelter**  
**Management**

Online • 30 CEUs • \$1,395

This program will provide the knowledge you need to assume a management or leadership role at an open-admission animal shelter. You'll learn how to maximize a shelter's lifesaving potential through program management, community engagement, and shelter operations while at the same time preparing yourself for an exciting career.

Who will benefit from this program?

- New shelter directors.
- Professionals seeking a career change.
- People working in shelters who want to promote to management roles.





We understand that acquiring new skills can promote opportunities for professional success. We offer continuing education courses to help you grow your career and enrich your personal life.

There are many benefits that come from taking continuing education courses, including the opportunity to make more money, gain confidence, and make yourself more desirable in the job market.

Our courses help build a variety of skills including tech, business, health, writing, and many more. We are sure you will find something that fits your needs!

## Accounting and Finance

Online • 1.6 CEUs • \$195

Every successful person in the workplace utilizes financial information to aid effective decision making. You will discover the financial concepts and accounting processes used in most businesses and learn practical techniques that will increase your effectiveness and career.

## The Business Plan

Online • 1.6 CEUs • \$195

Discover the basics of the entrepreneurial planning process culminating in the development of an early-stage business plan. By preparing your business concept, and evaluating your business for feasibility, you gain knowledge critical for business start-up and development. A practical, hands-on approach encourages you to immerse yourself in the vision, research, and planning aspects of your new venture.



## Cyber Security for Managers

Online • 1.6 CEUs • \$195

Get up to date on cyber security basics and fundamentals. Designed for non-technical managers, you will find out about threats and vulnerabilities, safeguards, common attacks, viruses, malware and spyware, disaster recover planning, basic security architecture, introductory forensics, and cyber terrorism.

## Effective Copywriting

Online • 1.6 CEUs • \$195

Whether you are sending out a press release, communicating internally, or promoting your own skills on LinkedIn, strong writing skills are the key to success. Come away with the tools and techniques you need to improve your copywriting skills and learn how to avoid the common writing mistakes that can hold you back.



## Google Analytics

Online • 1.6 CEUs • \$195

This course will take you through all the key techniques of how to use website analytics using the world-standard Google Analytics, a free online tool. Understand your visitor traffic better, learn how to calculate return on investment (ROI) for your online advertising, and find out how to get more conversions and sales from your website.

## Instagram for Business

Online • 1.6 CEUs • \$195

With over 100 million users, Instagram is a marketing gold mine. Discover ways to have your audience generate excellent content for you. Learn how to make hashtags work for you, how to make and keep your followers happy and how a small input can cause exponential growth. You'll explore the Do's and Dont's of Instagram to get you on the fast track to success.



## Introduction to Coding

Online • 1.6 CEUs • \$195

You will be introduced to the basics of computer programming and various programming languages. New technologies allow people outside of the computer science field to be able to create their own web pages using code. Students will learn the basics of HTML, CSS, and Java Script in this course, as well as the practical uses for each.

## Lean Six Sigma

Online • 1.6 CEUs • \$245

In today's world, Lean is a part of the business environment. Lean Six Sigma attacks inefficiencies, non-productive time, data storage, stacks of inventory, overproduction, and extra processing. With Lean Six Sigma techniques you will have the skills to lead successfully in both service and manufacturing industries.

## Mastering Computer Skills

Online • 1.6 CEUs • \$195

Learn the must-have skills to succeed in the workplace, including the ability to create, edit, and manage presentations in MS PowerPoint, documents in MS Word, email and calendars in MS Outlook, and spreadsheets in MS Excel. Stay current with this class, as it is always up-to-date and will change as the features of Microsoft Office change.

## Presentation and Effective Speaking Techniques

Online • 1.6 CEUs • \$195

You'll learn everything from voice and speech basics like proper breathing, diction and enunciation, all the way to specific presentation templates and techniques that will allow you to deliver your presentations with ease and confidence.



## Project Management

Online & In-Class • 3.5 CEUs • \$1,795

Whether you are planning to update your project management knowledge and skills, or seeking to earn your PMP® certification, this course is intended to help you become a better manager while preparing you to take the PMP® exam.

## Spanish for Medical Professionals

Online • 3.2 CEUs • \$290

This course will help you bridge that gap between you and your Spanish-speaking patients. You'll practice the basic language skills needed to effectively communicate with your patients and their families. You will gain an understanding of the culture, and know how to ask the questions crucial to quality healthcare.



## Corporate Training

Improve your organization's performance by scheduling customized training or renting our training rooms for your needs. **Contact us for more information about corporate training.** 209.946.2424

## TRAINING SPOTLIGHT NEW! Engineering Ethics

Pacific offers engineering firms the opportunity to bring in Dr. Gary Martin to run an interactive training session to bring to light current and potential engineering-related ethical situations, and how to handle them. These sessions combine a mixture of short relevant presentations with thought-provoking debates, helping engineers to think more deeply and skillfully in resolving professional ethical dilemmas.





University College offers extended education units for Pacific and non-Pacific students to earn academic credit. These units can accelerate time to degree completion or fulfill general education requirements.

In addition, our extension courses are open to individuals in the community looking to take classes for personal enrichment or just for fun. The majority of our extension courses are online, so you can join anytime and learn at your own pace.

We also offer in-class courses that take place on Pacific's Stockton campus. Check out our website for a full schedule.

## Apply Critical Thinking in Practice

Online • 1 EXTN Unit • \$179

You'll review the basics of problem solving, look at how critical thinkers apply their skills in different disciplines, and explore the role of analysis and evaluation and the connection to clear thinking and writing. Open Enrollment.



## Creativity in Teams and Organizations

Online • 1 EXTN Unit • \$179

When you work in groups, do you have a hard time coming up with new ideas? Drawing on the latest academic thinking, you'll learn the key factors for developing creative teams that generate fresh ideas. Open Enrollment.

## Day at the Museum: Honing Your Nonprofit Skills

Online • 2 EXTN Units • \$358

Through readings, video, and exercises, you will explore leadership, strategic planning, fundraising, volunteer development, budgeting, and marketing. Take this class to learn the key management issues and latest thinking needed to become an effective, nonprofit leader. Open Enrollment.



## Day at the Museum: Nonprofit Simulation

Online • 1 EXTN Unit • \$179

This simulation is designed to challenge you while exploring real-world issues encountered by non-profit managers. Assume the role of executive director and handle a series of personnel, marketing, financial, and community relations issues. As you make decisions you will explore the consequences of choosing different paths for reviving the museum. Open Enrollment.

## Developing Critical Thinking Skills

Online • 1 EXTN Unit • \$179

This interactive course will help you to effectively recognize issues, identify conclusions, weigh evidence, and evaluate arguments. You'll hone your new-found skills through a series of fun exercises. Open Enrollment.

## Innovation in Organizations

Online • 1 EXTN Unit • \$179

Apple and Google are companies that often lead the way in corporate innovation. How do they do it? You'll review the latest academic advancements on innovation, including Clay Christensen's seminal thinking on disruptive technology and the proper response. Open Enrollment.

## Introduction to Critical Thinking

Online • 1 EXTN Unit • \$179

This fun and interactive course gives you a background for understanding the role of applied reasoning and logic in problem solving. You'll be able to assess your own critical thinking aptitude while learning how to define critical thinking and identify what's been stopping you. Open Enrollment.

## Introduction to Personal Creativity

Online • 1 EXTN Unit • \$179

You'll be surprised at how creative you can be! You'll review the major academic thinking on creativity, as well as learn how to unlock the creativity within yourself through a series of fun activities and techniques. See how high creativity can take you! Open Enrollment.



## Journalism 101

Online • 1 EXTN Unit • \$179

This course will introduce you to principles and practices of journalism in the United States! You will cover topics such as objectivity, ethics, and journalistic best standards. Through this course you will also learn what constitutes news, news gathering, and the emergence of new forms of journalism (including blogs and citizen journalism). Open Enrollment.

## Leading Change

Online • 1 EXTN Unit • \$179

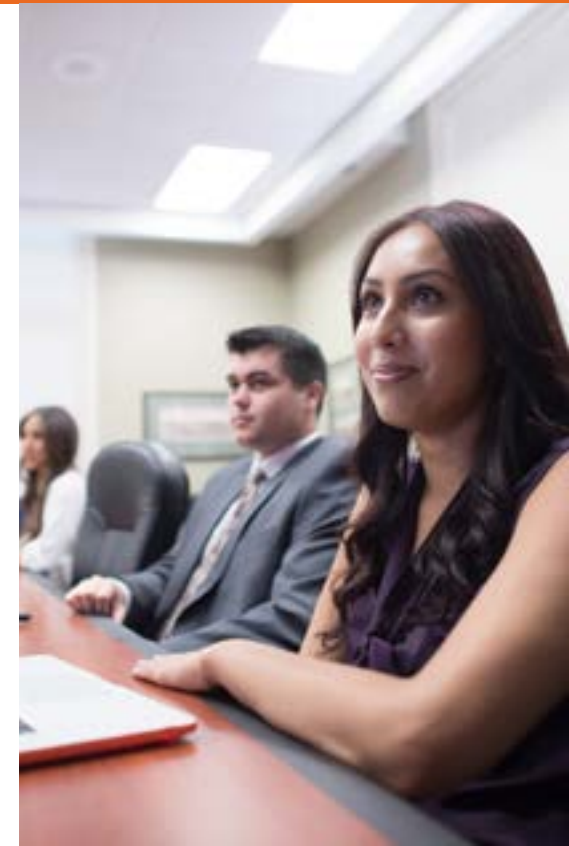
This course addresses the key issues people face in a dynamic environment when trying to enact change. By understanding the steps needed to affect change and through learning how to overcome resistance, a person can successfully lead change at various levels of an organization. Open Enrollment.



## Leading Teams

Online • 1 EXTN Unit • \$179

Discover the key issues surrounding leadership in a team and how leaders account for the special and unique circumstances surrounding different types of teams. When responsibility, accountability, and communication are shared amongst members of the group, everyone needs to know how to lead. Open Enrollment.



## EXTENSION SPOTLIGHT

### In-Class Courses

1 EXTN Unit Each • Price Varies

We offer a variety of in-class extension courses that take place on the Pacific Stockton Campus. They are open to Pacific students and the community.

New courses are offered every fall and spring semester on weekends. Visit our website for an updated schedule.

Upcoming in-class courses may include:

- Dreams and Interpretations
- World War I & II
- Jane Austen on the Big Screen
- The French Revolution
- Introduction to Reiki
- Asian American Experience
- The American Revolution



## Rediscover the joy of learning!

The Osher Lifelong Learning Institute at University of the Pacific is a non-profit education program designed for people ages 50+ and open to all adult learners.

Each year OLLI provides intellectually stimulating non-credit classes, interest groups, local and international trips, and special events for its members.

In addition, an OLLI member receives these benefits:

- Free Pacific library privileges.
- Free Stockton campus parking.
- Free admission for two at Conservatory concerts.
- Eligibility to join the Baun Fitness Center or Kjeldsen Swimming Pool.
- Special offer discounts with Microsoft and Apple products, The Haggin Museum, Valley Brew Take 5 Jazz sessions, and Miracle Mile and Lincoln Center shops.



209.946.7658



OLLI.Pacific.edu  
OLLI@pacific.edu



Office Hours:  
Monday - Thursday  
9am - 2pm

## Finish what you started!

Between your family and your career, we understand your priorities. We have designed degree completion programs to help you finish your degree without sacrificing your personal and professional responsibilities.

Choose a Bachelor of Science in organizational behavior or a Bachelor of Arts in liberal studies.

- 46% reduced tuition for the B.S. in organizational behavior program.
- Convenient class format: evening classes combined with online learning.
- Financial aid, including scholarships, available for working adults.
- Finish in as few as 15-20 months in accelerated, cohort based programs.
- Earn your degree from a top university in the country.



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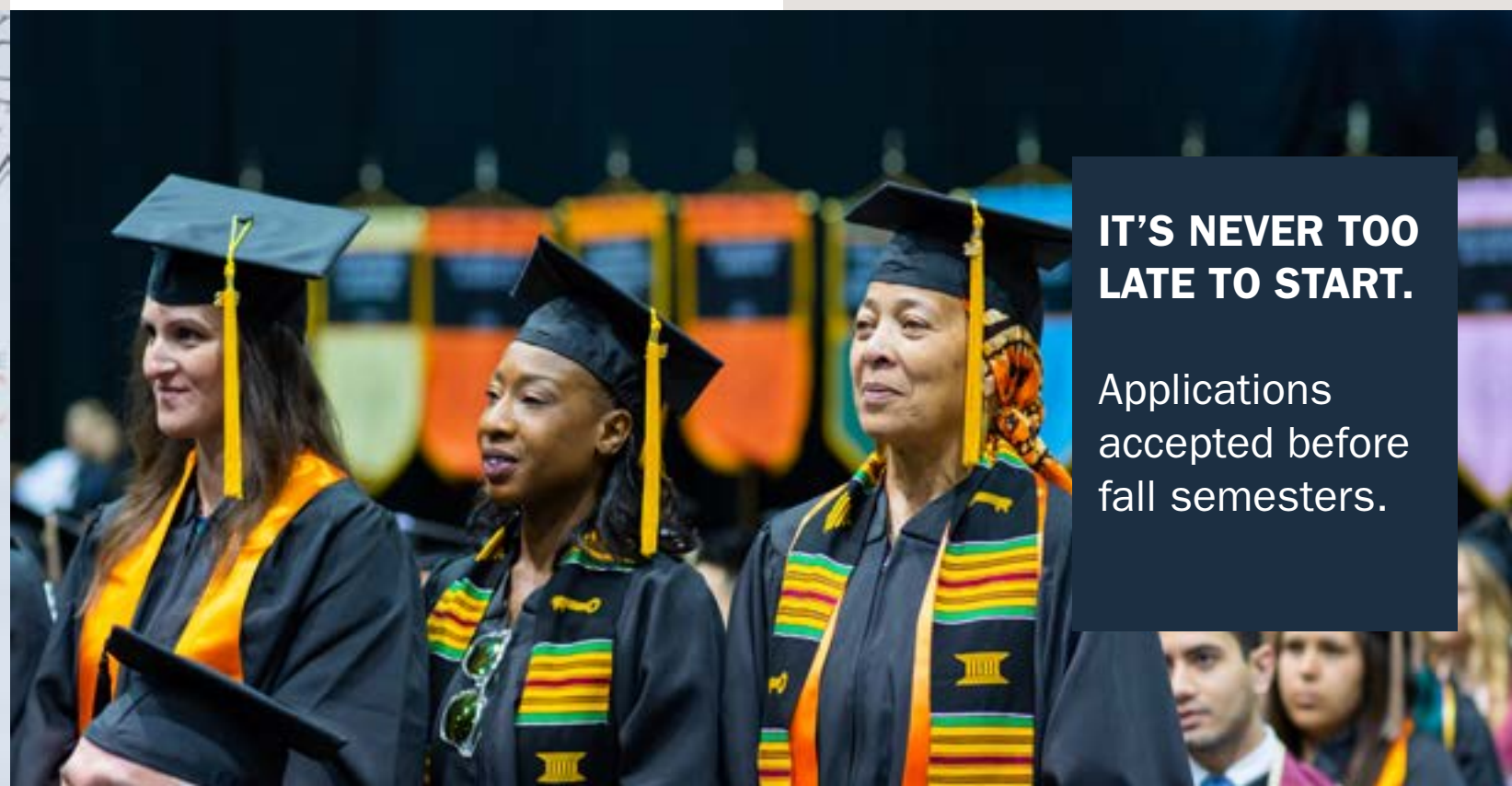


Office Hours:  
Monday - Friday  
8:30am - 5pm



**GIVE THE GIFT OF A MEMBERSHIP.**

Contact OLLI for more information.



**IT'S NEVER TOO LATE TO START.**

Applications accepted before fall semesters.



3601 Pacific Avenue  
Stockton, CA 95211

## Professional Development for Everyone!

Call or go online today!

**209.946.2424**

**UniversityCollege@pacific.edu**

**go.Pacific.edu/UniversityCollege**

### **Pacific Perks**

Alumni get 15% off  
+ Staff & Faculty  
get 30% off eligible  
courses and  
certificates!

