

Take control of your future today.*Earn your master's degree — online or evenings — in just 18 months!*

Dear (name),

What can you do when your bachelor's degree and real-world experience aren't enough?

Bolster both with a master's degree or graduate certificate from one of the nation's premier universities. Earn your degree in just 18 months through the University of Denver's school of professional and continuing studies, University College.

As a communications professional, you know that a master's degree or graduate certificate is a prerequisite for career advancement. Technology's evolution, increased public scrutiny, and demand for accountability have increased the frequency, speed, and nature of organizational communications. Your success — and the success of your company and clients — hinges on how effectively you coordinate public relations, marketing, and advertising strategies.

A master's degree or graduate certificate in **Public Relations and Marketing Communication** earned through our Applied Communications program prepares you to:

- Implement persuasive communications processes for desired outcomes with target audiences
- Understand consumer behavior, what drives it, and how to influence it
- Employ marketing, public relations, and advertising techniques to create communication plans with measurable results
- Develop, manage, and analyze effective media relations practices

You don't fit into our schedule. We fit into yours. Evening courses allow you to continue working full time, and our online courses allow you to attend via the Internet — wherever you are, whenever you want. And because our courses are so accessible, your goals are readily achievable.

University College provides a balanced mix of real-world application, industry best practices, and the latest theory. Learn from professionals who practice what they teach. Industry-specific advisory boards guide our curriculum. And fellow students provide relevant professional insight. All to help you gain the practical skills and theory you need to compete — today and tomorrow.

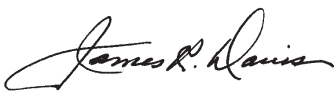
CLASSES BEGIN JANUARY 5TH

Learn more about our Master's Degree or Certificate in Public Relations and Marketing Communications.

- Complete and return the portion below in the supplied postage paid envelope, and an experienced advisor will be in touch with you.
- Visit www.universitycollege.du.edu today.
- Call 303-871-3155.
- Email ucolinfo@du.edu

With a degree from the University of Denver, you can accelerate your career, enhance your earning potential, or satisfy your personal quest for academic advancement in just 18 months.

Sincerely,

James Davis
Dean
University College**Contact us today**
about starting classes January 5th. **Yes, please send me information on the following degree programs:****Please indicate the degree programs of interest to you:**

- | | |
|---|--|
| <input type="checkbox"/> Human Resource Administration | <input type="checkbox"/> Organizational Leadership |
| <input type="checkbox"/> Training & Development | <input type="checkbox"/> Public Relations & Marketing Communications |
| <input type="checkbox"/> Alternative Dispute Resolution (ADR) | <input type="checkbox"/> Creative Writing |



University College

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Conflict is a natural and recurring aspect of life. But it has become clear that conflict can actually serve as a productive change agent. Applying **Alternative Dispute Resolution (ADR)** practices to problems between individuals, groups, organizations, or governments facilitates continuity. ADR includes practices such as mediation, peer review, negotiation, and arbitration.A master's degree with a concentration in **ADR** or a graduate certificate earned through our Applied Communication program prepares you to:

- Recognize the nature of interpersonal and organizational conflict
- Analyze organization and interpersonal conflict situations
- Apply negotiation, facilitation, mediation, and arbitration skills and practices
- Develop various conflict management systems
- And apply conflict resolution practices in specific areas, including disputes in families, education, healthcare, and business

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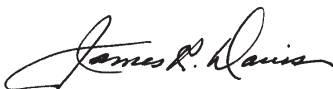
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As a technology professional, you know that securing your professional future requires that you continually upgrade your skills and credentials. Organizations today want information managers who know how to protect information systems, applications, and networks from attack and failure.

A master's degree or graduate certificate in **Information Systems Security** enables you to analyze security needs, provide effective solutions, and fill a critical niche in your company. Designed around the Common Body of Knowledge for CISSP certification, our curriculum enables you to:

- Develop and implement security policies and procedures
- Design secure applications
- Implement access controls
- Establish secure operations
- Control physical security
- Use encryption
- Secure networks
- Plan for business continuity
- Investigate incidents and handle legal issues
- Determine Return on Security Investment (ROSI)

It also prepares you for the International Information Systems Security Certifications Consortium, CISSP, and GIAC certification exams.

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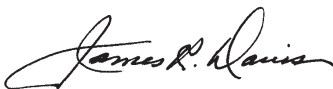
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American businesses invest billions of dollars in employee training and organizational development each year. These programs often lack adult learning theory and instructional design. And they seldom account for corporate culture. As a result, the training is often ineffective.

A master's degree in **Training & Development** earned through our Applied Communications program prepares you to:

- Understand adult learning theory and prepare instructional materials for adults
- Examine organizational cultures in which training occurs
- Create and evaluate strategic development plans
- Develop management skills
- Evaluate training and development activities

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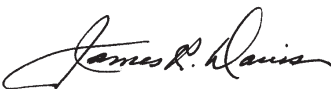
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Learn more about our Master's Degree or Certificate in Training and Development.

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As a technology professional, you know it's time to move beyond first generation HTML-based web pages and create interactive, state-of-the-art, web-based applications that support e-business processes. Our program gives you the knowledge and skills necessary to help your company's e-business initiatives succeed.

A master's degree or graduate certificate in **Web Design & Development Technologies** earned through our Computer Information Systems program provides in-depth knowledge in:

- Website development
- Cascading style sheets
- Web graphics construction
- Interface design
- XML
- Web scripting
- Web databases
- .NET

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Learn more about our Master's Degree or Certificate in Web Design & Development Technologies.

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Our Master's Degree or Certificate in **Human Resources Administration (HRA)** allows you to build on your valuable experience and develop the necessary higher-level strategic skill to succeed. Our program builds industry-specific leadership skills. The core curriculum is advanced and intensively focused on contemporary real-world leadership theory, principles, and practice.

A Master's Degree or Certificate in HRA provides:

- Exposure to the most recent human resources research and practices
- Development of requisite knowledge for managing in a global environment
- Development of critical strategic management skills and abilities
- Expanded understanding of the global workplace and its worldwide implications
- Enhanced capacity to integrate information and technology with HR operations

Evening courses allow you to continue working full time, and our online courses allow you to attend via the Internet — wherever you are, whenever you want. And because our courses are so accessible, your goals are readily achievable.

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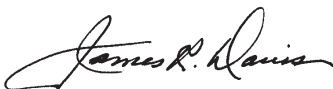
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Leadership in today's increasingly segmented and competitive business environment requires focus — the ability to apply specific management and leadership skills to successfully guide your organization. A master's degree in Organizational Leadership provides you the ability to do just that.

Our program builds leadership skills that will benefit you throughout your career. The core curriculum is advanced and intensively focused on contemporary real-world leadership theory, principles and practice, combined with your professional experience to generate focused outcomes that a generic management degree can't offer.

A Master of Professional Studies in **Organizational Leadership** gives you the skills to:

- Identify and address competing workplace values
- Establish a personal career path and understand necessary transitions as you progress
- Lead teams effectively and troubleshoot dysfunctional teams
- Prepare proposals for entrepreneurial or intrapreneurial ventures and market them to the appropriate decision makers
- Prepare a competitive analysis to enable effective decisions

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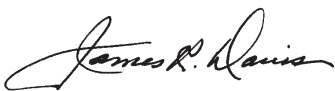
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Companies face threats of all types today. Protecting real assets, intellectual property, and data grows evermore challenging. Our master's degree program in Security Management is specifically designed for business and organization security management professionals like you, to gain the necessary skills to manage the security functions in your company.

With a master's degree in **Security Management** you will be prepared to:

- Lead the strategic, planning, and management efforts of your private or public organization
- Evaluate and analyze emerging security issues, regulations, and threats
- Analyze financial implications of security programs and options
- Protect vital assets, including people, physical structures and equipment, intellectual property, information, and maintain post-incident operational continuity

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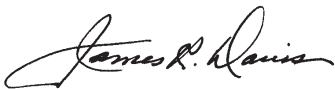
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| <input type="checkbox"/> Technology Management | <input type="checkbox"/> Geographic Information Systems |

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Earn your master's degree or graduate certificate in **Database Administration** and gain the knowledge to build and maintain client-server databases. Our curriculum includes:

- Data modeling
- Database design
- Programming using Oracle PL/SQL or Microsoft SQL Servers
- Backup recovery
- Data warehousing
- Internet databases
- Performance tuning

When you complete your studies you'll be prepared to take Oracle OCP certification exam — and for a career as a Database Administration Manager, Database Analyst, Database Architect, or a Database Engineer.

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Dear (name),

After years in the workforce, you might realize that the valuable experience you've gained is no longer enough to reach your professional goals. A bachelor's degree is quickly becoming a necessity to keep your career moving forward in an increasingly competitive job market.

Now you can turn your past college credits or your associate's degree into a Bachelor of Arts from the University of Denver's school of professional and continuing studies, University College, online and evenings to fit your busy schedule.

In the **Bachelor of Arts Completion Program (BACP)**, you'll take classes with other working adults like yourself who are serious about finishing their degrees. You will gain and master the portable skills that will make you a valued professional in any setting – creative problem solving, critical thinking, decision making, effective communication, and professional multi-tasking.

You can earn your Bachelor of Arts in the following areas:

- Leadership and Organization Studies
- Communication Arts
- Science and Technology
- Global Studies
- Public Policy and Social Services

The BACP is designed, delivered, and priced for working adults and our staff and faculty members are focused on assisting you to earn your degree.

Call us today for a free transcript evaluation! 303-871-4785.

Join us for an Information Session

Wednesday, October 29th

6:15pm – 8pm

RSVP to 303-871-4785

Or online at www.universitycollege.du.edu

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Learn more about how you can complete your bachelor's degree:

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The responsible management of environmental issues – climate change, energy, sustainability, etc. – represents one of the biggest challenges facing government, industry, and the general public today. To prepare you for managing these challenges, the environmental policy and management (EPM) program offers an innovative curriculum blending fundamentals of environmental science and technology with an emphasis on the development of sound policies, practical applications of knowledge, and an ethical management philosophy.

A master's degree or a graduate certificate in **Environmental Policy and Management** prepares you to:

- Develop and demonstrate a higher awareness of environmental ethics
- Demonstrate a solid background in business management, environmental policy, and public communication
- Develop ability to integrate environmental improvement into all organizational business decisions and operations
- Understand the importance and application of the science of ecology and its impact on the cultural and social creation of humans and earth's physical and biological system.
- Clearly articulate the roles of legislatures, rulemaking bodies, and regulatory enforcement agencies in environmental protection and management

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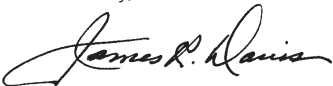
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