

School of Continuing Studies REDLANDS CAMPUS

Applied Learning Series

Open Enrollment for all CAS Students

Personal Branding (SPCL 349-02)

2 credits

Working professionals possess a personal brand that can positively or negatively impact career advancement. This course will focus on the strategies, tools, and tactics of personal branding. Students will explore ways to create a personal brand specific to both online (through digital/social media) and offline professional engagement. Through readings, activities, and assignments, students will develop critical thinking and leadership skills around the value of personal brand development and management.

Upon successful completion of this course, students will be able to:

1. Evaluate personal brands for professional effectiveness.
2. Develop a personal brand statement that can be effectively communicated to a variety of target markets.
3. Integrate personal brand across a variety of social media platforms.
4. Create a LinkedIn profile that incorporates best branding practices.
5. Monitor and manage online personal brand reputation.

Major topics include:

1. Personal branding as part of professional development
2. Brand assessment and Brand management
3. Variations of biography writing
4. Presentations and story-telling
5. Law of Attraction and vision board creation
6. Conducting personality assessment
7. Gaining feedback that draws from the 360 concept
8. Brand management measurements

To enroll please email instructor directly:

Monique Stennis

monique_stennis@redlands.edu

Tuition

No additional cost

Convenient

No application or admission process
Two nights a week

Schedule & Registration

2/19/19 – 4/11/19
Tuesdays and Thursdays
7:00-9:00 PM

Email instructor directly:

monique_stennis@redlands.edu

Information

info-scs@redlands.edu
909-748-8868

We offer

Practical, relevant coursework
Degree-applicable credit

Location

University of Redlands
Redlands Campus
1200 E. Colton Ave.
Redlands, CA 92373
909-748-8060 (for directions)

About University of Redlands

The University of Redlands is a private, nonprofit university that connects students to a world of opportunity, geared toward their passions and potential. Centrally located near the beaches, mountains and desert in the heart of Southern California, the University offers more than 40 undergraduate programs, as well as 30 graduate programs in business, communication sciences and disorders, education, geographic information systems and music—blending liberal arts and professional programs, applied and theoretical study, traditional majors and self-designed curricula. In addition to an award-winning 160-acre campus in Redlands, the University includes seven regional locations, providing innovative programs at convenient places and times for working adults.

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Excel Essentials I (SPCL 136-03)

2 credits

This course provides an overview of basic spreadsheet concepts using Microsoft Excel. It is intended for anyone who needs to develop fundamental spreadsheet skills for the education or business setting. Learn common Microsoft Excel tasks including: spreadsheet navigation and design, common functions and formulas, data interpretation and organization, application of basic business statistical methods, and tools, menus, and automated techniques.

Upon successful completion of this course, students will be able to:

1. Navigate, construct and format Excel spreadsheets
2. Identify and apply common mathematical formulas in Excel
3. Interpret and organize data in an Excel spreadsheet
4. Apply basic business statistical methods to everyday situations using Excel
5. Apply functions and formulas in Excel
6. Use various tools, menus and automated techniques in Excel

Major topics include:

1. Introduction to Excel
2. Basic spreadsheet and workbook design
3. Entering and formatting data in Excel
4. Common business math applications in Excel
5. Basic statistical methods using Excel
6. Interpreting data in Excel

To enroll please email instructor directly:

Humphrey Ogot
humphrey_ogot@redlands.edu

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2/19/19 – 4/11/19
Tuesdays and Thursdays
7:00-9:00 PM

Email instructor directly:
humphrey_ogot@redlands.edu

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Visual Persuasion (SPCL 138-02)

2 credits

Introduction to the concepts of commercial graphic design in the context of visual presentations. Students will develop an understanding of the four basic principles of design (contrast, repetition, alignment, proximity) applied to visual presentations that are planned, created, and executed by individuals in any degree program, industry, or profession.

Upon successful completion of this course, students will be able to:

1. Plan, create, and execute effective presentations that result in the audience retention of key messages.
2. Demonstrate an understanding of the principles of design applied to visual presentations; and, using design critique language, identify when those rules are being broken.
3. Identify intellectual property and the ethical use of online assets.
4. Create presentations that reflect Universal Design principles, accessible to those with disabilities.
5. Make the world a better place by creating thoughtful, visually interesting, and memorable PowerPoint presentations throughout academic and professional careers.

Major topics include:

1. Presentation tools: PowerPoint, Prezi, Keynote, Google Slides, and more (including analog tools: whiteboards, post-it note posters, sticky notes)
2. The basic principles of design: Contrast, Repetition, Alignment, Proximity
3. The basic principles of presentation structure (outline, writing): Clarity, Relevance, Animation, Plot
4. Design elements: Backgrounds, Colors, Fonts, Photos, Illustrations
5. Ethics and intellectual property
6. Logistics: Technology, room set up, backup plan, troubleshooting, etc.

To enroll please email instructor directly:

Theresa Ellis

theresa_ellis@redlands.edu

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Schedule & Registration

2/18/19 – 4/10/19
Mondays and Wednesdays
7:00-9:00 PM

Email instructor directly:

theresa_ellis@redlands.edu

Information

info-scs@redlands.edu
909-748-8868

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Financial Literacy Essentials (SPCL 137-02)

2 credits

Americans are inundated hourly with advertising messages and money spending decisions. Debt rates are rising while savings rates have fallen. The average U.S. household now carries \$15,983 in credit card debt (El Essa, 2018). The responsibility for saving for retirement has shifted from the employer to the employee through 401(k) plans and IRAs to name only a few of the myriad of savings plans available. Financial literacy is now as important as sound health. Through readings, videos, and activities, students will learn wise money management skills.

Upon successful completion of this course, students will be able to:

1. Deconstruct financial advertising messages
2. Create and maintain a budget
3. Appraise debt payoff strategies
4. Mitigate risk
5. Explain compound interest
6. Implement a savings strategy

Major topics include:

1. Consumerism
2. Budgeting
3. Debt
4. Risk Management
5. Investments
6. Savings Strategies

To enroll please email instructor directly:

Daniel Otter

daniel_otter@redlands.edu

Tuition

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Schedule & Registration

2/19/19 – 4/11/19
Tuesdays and Thursdays
7:00-9:00 PM

Email instructor directly:
daniel_otter@redlands.edu

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