



Tulane
University

FREEMAN SCHOOL OF BUSINESS

Tulane University
Professional Development
Certificate Programs
2008 - 2009

Business/Marketing
Certificate Program

TULANE UNIVERSITY

Founded in 1834, Tulane is one of the top research universities in the nation. Tulane University's Freeman School of Business was established in 1914 and has since become one of the nation's premier business schools, world-renowned for its passion for business and for developing leaders. Both Tulane University and the Freeman School of Business have consistently ranked in *U.S. News & World Report's* Top 50.

Tulane University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097, telephone 404-679-4501) to award bachelor's and master's degrees. Tulane's Freeman School of Business is accredited by the AACSB International (Association to Advance Collegiate Schools of Business), the premier accrediting body for business schools.

Hurry! Monthly Classes Fill Quickly.

- 800-983-6489
- Intl. +1 813-612-4290
- TulaneU.com

Build Your Brand and Boost Your Career With Indispensable Marketing Skills!

Nothing can build your business or elevate your career like great marketing. As one of the most critical disciplines in business today, marketing strategy guides decisions made in nearly all areas of an organization. With the **Master Certificate in Business/Marketing** program from Tulane University, you can conveniently develop the core business skills and advanced marketing insight that are crucial for your success in today's competitive business environment. Whether you work in marketing or aspire to, this program gives you the skills and knowledge to build a brand – and boost your career.

POSITION YOURSELF FOR SUCCESS WITH CREDENTIALS FROM TOP-RANKED TULANE UNIVERSITY!

In today's global marketplace, companies of all sizes have unprecedented access to new markets. But it takes more than launching a website to reach new customers and meet your sales goals. It takes a team of highly trained professionals who understand the complexities of critical business and marketing topics such as lead generation, brand development and advertising.

Now's the ideal time to expand your expertise with in-demand marketing skills from Tulane University. With the convenience of Tulane's master certificate programs, you can take courses from the prestigious Freeman School of Business online, so you can expand your expertise anytime, anywhere, 24/7. These comprehensive professional development programs cover the most critical MBA subject areas and equip you with proven techniques to excel in any industry.

Learn How to:

- Coordinate all marketing communications to support a single marketing objective
- Apply best practices from business disciplines that make up the core of the MBA
- Assess the strategic role of marketing in guiding all organizational decisions
- Apply advanced financial accounting techniques
- Analyze the competition and create competitive positioning strategies

MASTER THE LATEST BUSINESS AND MARKETING TECHNIQUES – ONLINE!

The Master Certificate in Business/Marketing features three eight-week courses presented by the country's leading business experts. You'll learn from the same professors who teach at Tulane's top-ranked Freeman School of Business – award-winning instructors who are widely published in top industry journals and have consulted for some of the world's leading companies.

Each course contains up to 16 hours of streaming video presentations, independent exercises and hands-on simulations so you can practice what you learn and find the techniques that work best for you. You'll study real-world examples from world-class organizations and discover innovative marketing approaches to boost your business.

MASTER CERTIFICATE IN BUSINESS/MARKETING

Complete three eight-week courses and earn your Master Certificate in Business/Marketing from Tulane's prestigious Freeman School of Business. This in-depth, online program provides a comprehensive overview of business disciplines that make up the core of the MBA, then gives you the specialized marketing skills that are critical to your success and advancement.



CAREER-BUILDING CREDENTIALS

Students receive their Master Certificate in Business/Marketing after completing these eight-week courses:

Business Essentials I



Business Essentials II



Advanced Marketing Strategy



**MASTER CERTIFICATE
IN BUSINESS/MARKETING**

Register for this interactive program and learn directly from Tulane's expert instructors in topics including marketing strategy, business statistics, financial accounting, marketing promotions, business-to-business marketing and international marketing. You'll acquire new skills you can begin applying immediately on the job along with a new certificate that will serve as an important milestone as you complete each course.

Program Benefits

- Expand your understanding of business disciplines that make up the core of the MBA
- Develop the perspective necessary to make effective decisions both as an individual and as a leader
- Gain an increased understanding of the role and function of marketing strategy and its use in the decision-making processes in today's organizations
- Develop practical marketing tools to help position your organization for success

Who Should Register?

The Master Certificate in Business/Marketing is ideal for any professional who wants to strengthen fundamental business knowledge and gain the latest marketing techniques. This program is open to anyone interested in gaining and improving organizational marketing tools and skills.

EXPERIENCE AN UNMATCHED ONLINE CLASSROOM

Our online classroom is second to none! It's dynamic, interactive and multimedia driven. Instant messaging and shared virtual whiteboards allow you to interact with classmates and faculty in real time. And two-way voice over IP is a great personal touch for students who prefer to communicate via voice to ask questions or discuss weekly assignments.

Communicating with professors during virtual office hours and viewing leading industry experts via streaming video make learning faster than in the traditional classroom setting. You'll do everything online in your own time, so you can work full time and continue your education.

UNPARALLELED FEATURES

- Virtual classroom provides two-way voice over IP with instant messaging and shared whiteboard features
- Professor-led classes through online streaming video
- Chat rooms and message boards for rich, real-time interaction with professors and students alike
- Ability to study anytime, anywhere
- No required login times – 24/7 access
- Multimedia access – not a book-in-a-box, go-it-alone program

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EXPAND YOUR SKILLS AND EARN VALUABLE CREDENTIALS FROM TOP-RANKED TULANE UNIVERSITY – ONLINE!

The Master Certificate in Business/Marketing is made up of three courses: *Business Essentials I*, *Business Essentials II* and *Advanced Marketing Strategy*. With this comprehensive knowledge you'll be equipped with the advanced skills to enhance your organization's competitiveness and achieve your personal career goals.

Business Essentials I

The *Business Essentials I* certificate course gives you the fundamental knowledge to master the basics of business. This course explores the latest business practices and trends in marketing management, financial management, business statistics and financial accounting. You'll study strategic planning, marketing research, promotions mix, pricing strategy, capital budgeting, statement of cash flows and more. Whether you're sharpening your skills or studying business for the first time, this eight-week course helps you build a solid understanding of the disciplines that make up the core of the MBA.

What You'll Learn:

- The four "P"s of the marketing mix and how they interrelate
- Established methods of analyzing investment and financing decisions
- How to use statistics to help measure the past and make better decisions for the future
- Essential ways to interpret the income statement, balance sheet and statement of cash flows

Business Essentials II

The *Business Essentials II* certificate course builds on *Business Essentials I*, expanding your expertise with the latest information on international business, financial statement analysis and leadership topics. The curriculum examines advanced topics including globalization, trade barriers and agreements, cash flow analysis, quality of earnings, emotional intelligence, leadership styles and team processes. This eight-week course is the ideal way to enhance your basic business knowledge or survey core business disciplines before committing to a full MBA program.

What You'll Learn:

- The financial accounting process and advanced finance techniques
- The impact of globalization and international trade barriers/agreements
- Methods and best practices of financial statement analysis
- Leadership, motivation styles, emotional intelligence and vision

Advanced Marketing Strategy

Advanced Marketing Strategy, the capstone course to the Master Certificate in Business/Marketing program, provides a complete overview of all aspects of marketing. You'll gain essential knowledge of marketing segmentation and positioning, media metrics, the individual elements of marketing communications and how to market your product or service both domestically and internationally. Topics covered include: marketing strategy, marketing promotions, business-to-business marketing and international marketing.

What You'll Learn:

- The strategic role of marketing in guiding all organizational decisions
- Proven methods of measuring the effectiveness of marketing campaigns
- Key differences between marketing to businesses and consumers
- Techniques for analyzing the decisions a company makes as it enters the international arena

TULANE UNIVERSITY ONLINE FACULTY

Courses are taught by Tulane University online faculty, who bring a wealth of knowledge and real-world experience to instructional development and delivery. Their expertise and interactive teaching methods create a dynamic experience where participants use a proven combination of virtual classroom collaboration tools, online instructor-led discussions and streaming video.

James H. Biteman, PhD

Dr. Biteman has received 16 awards for teaching excellence, including three Outstanding Teacher awards. He holds a PhD in Organizational Behavior from Harvard University and a BS from Purdue University.

Salvatore Cantale, PhD

Dr. Cantale has a Master's Degree in Management and a PhD in Finance from INSEAD (France). He was a member of the faculty at City University of Hong Kong and he heads the research department of the Italian Association of Bankers.

Karen M. Foust, PhD

Dr. Foust worked in public accounting, private industry and nonprofit organizations for 10 years before earning her PhD in accounting. She has won several teaching awards and has published and presented academic papers in nonprofit accounting, financial accounting, managerial accounting and pedagogical issues.

Paul Hooper, PhD

Dr. Hooper holds a PhD from Tulane University. He has published five books and over 20 articles in accounting, business, finance and information systems journals. Professor Hooper has also taught at the Universities of Delaware, Virginia, Missouri and New Orleans, as well as at Pepperdine University.

Mary Konovsky, PhD

Dr. Konovsky received her PhD and MBA from the Indiana University School of Business and her MS from the Indiana University Psychology Department. She has conducted seminars and workshops domestically and internationally and is the recipient of the 1988 Yoder-Heneman Award and 1994 Erich Sternberg Award.

William A. Mindak, PhD

Dr. Mindak holds a PhD from the University of Illinois and he has conducted Executive MBA programs in China, Mexico, Columbia, Chile and Ecuador. He has worked as a consultant with multinational companies including General Mills and LaFarge (France) and has taught at universities including Northwestern and University of Texas as well as Aix en Provence and HEC in France.

Melissa Johnson Morgan, PhD

Dr. Morgan completed her PhD in the fields of sports marketing and consumer behavior and she is a Senior Lecturer at the Faculty of Business, University of Southern Queensland. Dr. Morgan has worked as a consultant at several universities and has published several papers in consumer research.

Dan Padgett, PhD

Dr. Padgett received his PhD in Marketing from Pennsylvania State University and he has been published in *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Advertising* and *Journal of Interactive Marketing*. He has been a frequent presenter at both international and domestic conferences and has trained sales managers at the China Europe International Business School.

William A. Reese Jr., PhD

Dr. Reese holds an MBA from Virginia Tech and a PhD from the University of Arizona, and he has published research papers in several industry journals. Dr. Reese has extensive experience in insurance and commercial banking and is a chartered financial consultant.

Russell P. Robins, PhD

Dr. Robins received his PhD in Economics from the University of California. He has taught at Harvard University Summer School and has published papers in *The Journal of Derivatives*, *Management Science*, the *Journal of Forecasting* and many others.

Edward C. Strong, PhD

Dr. Strong holds an MBA and PhD in Marketing from Stanford. He has taught all the marketing courses offered at Tulane's business school. One of Professor Strong's ongoing interests is the impact of digitization of communications media on marketing management.

Mary J. Waller, PhD

Dr. Waller holds a PhD in Organizational Behavior, an MS degree in Management Science and an undergraduate degree in Petroleum Land Management. Her work has been widely published in industry journals and she has consulted for organizations including the FAA, Archer Daniel Midlands Company and NASA.

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The Nation's Leading Universities Online

The University Alliance (UA) facilitates the promotion and online delivery of degree and professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, our university partners have surpassed 300,000 online enrollments – making UA the largest facilitator of e-learning in the country. University Alliance partners include Villanova University, the University of Notre Dame's Mendoza College of Business, Tulane University's Freeman School of Business, Thunderbird School of Global Management, the University of San Francisco, the University of South Florida, Florida Institute of Technology, The University of Scranton and Jacksonville University.

One simple call connects you to the broad range of benefits offered by the University Alliance. You will be assigned a program representative who serves as your contact for non-academic issues – answering questions about financing options, helping you to enroll in the next class and more. Technical support personnel and other professionals are also easily accessible every step of the way.

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CERTIFICATE PROGRAM TUITION

Master Certificate in Business/Marketing

Take all three courses and receive your Master Certificate in Business/Marketing. Earning a master certificate demonstrates a solid understanding of core business skills and illustrates your dedication and professionalism.

Sign up for all three courses in this program and receive a special tuition rate of \$4,995. That's \$945 off the regular tuition price of \$5,940 for all three courses individually.

Business/Marketing

Business Essentials I	\$1,980
Business Essentials II	\$1,980
Advanced Marketing Strategy	\$1,980
TOTAL	\$5,940
Special Package: All three courses (a \$945 savings)	\$4,995

Continuing Education Units (CEUs): Earn 4.0 CEUs for each eight-week program.

ACE Recommendation: Undergraduate, 3 semester hours for each eight-week program.

The American Council on Education's College Credit Recommendation Service (ACE) has recognized Tulane's Master Certificate in Business/Marketing as course material suitable for college credit recommendation.

WHAT TYPES OF DISCOUNTS AND ASSISTANCE ARE AVAILABLE?

Tuition Assistance

Your tuition cost may be covered by your company's tuition assistance program and may also be tax deductible. Consult your HR department and your tax advisor for more information.

Career Training LoanSM

SLM Financial, a Sallie Mae company, offers a comprehensive, flexible, low-cost loan product specifically designed to help working adults who enroll in an accredited university's distance learning undergraduate or graduate degree program or certificate program. The SLM Financial Career Training Loan, with its quick application and approval process, will have you ready to enroll in the next available session. For more information on the SLM Financial Career Training Loan, contact a program representative today or fill out an online application.

Military Discount

Special discounts are available for active U.S. military servicemembers. Please call for more information.



CORPORATE PROGRAMS

Unleash the Power of Your Organization

Establish a corporate training program today, and begin to see positive results in your organization immediately!

What You'll Get

A well-educated workforce equals corporate success. Along with saving your company valuable time and money, you'll provide your employees with the opportunity to learn the necessary skills to lead improvement initiatives that result in measurable sales growth, economic value, customer satisfaction and retention, and employee satisfaction and motivation. These skills will help increase your bottom line and create a streamlined work environment.

Start With a Pilot Program!

Register a group of your employees in an online class, and see how their newly acquired knowledge increases productivity and impacts your bottom line. This pilot program offers the following services to your organization:

- Special corporate pricing
- A unique, expert-led online session to "kick off" the course
- A survey of employees after class to ensure quality and satisfaction
- An end-of-course review with corporate managers
- All employees will be in the same online class

"My experience with Tulane's master certificate was exceptional. I found most of the material from all three modules immediately applicable. Additionally, this has given me the confidence to pursue a full MBA in the future. I'd definitely recommend this course for corporate management development."

*James Winburn
Creedmoor, NC*

**Guarantee your staff's success with business and marketing skills from Tulane University!
Getting started is easy. Contact us today for complete details.**

A DIVERSE NETWORK

Join the growing number of companies nationwide who have experienced the University Alliance difference:

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- EDS
- ExxonMobil
- General Dynamics
- General Electric
- General Motors
- Groton Utilities
- Halliburton
- HP
- IBM
- Ingersoll-Rand
- Intel
- Lockheed Martin
- Microsoft
- Motorola
- NASA
- PricewaterhouseCoopers
- Schlumberger
- Sprint
- United Technology
- U.S. Department of Energy
- U.S. Military
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