



University of San Francisco

INTENSIVE NON-DEGREE CERTIFICATE PROGRAMS

- Supply Chain Management
- Sales and Sales Management
- Internet Marketing



Discover Why a Well-Trained Workforce Is Your Best Asset!

INVEST IN YOUR EMPLOYEES AND ACHIEVE NEW HEIGHTS OF SUCCESS

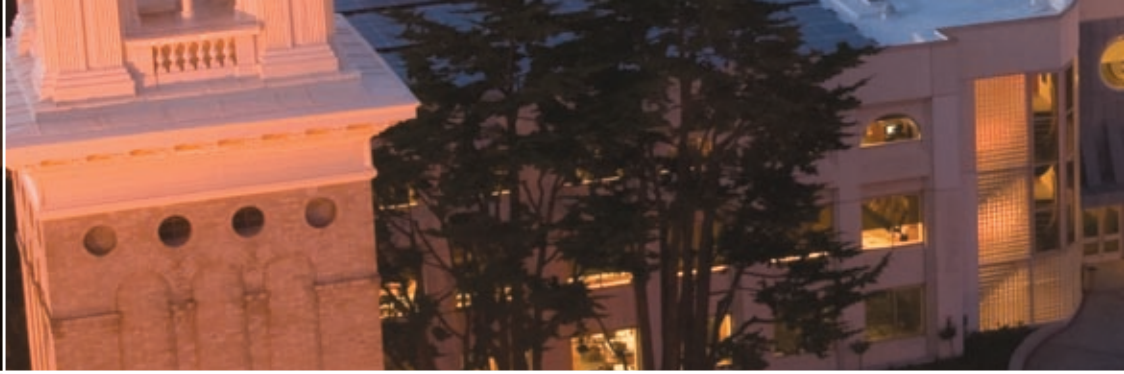
Of all business functions, supply chain management, sales and marketing have perhaps the greatest impact on a company's profitability. To create a competitive advantage, you need to improve efficiency, synergy and cost savings across your supply chain, increase overall sales and maximize every marketing dollar. The fastest way to achieve those goals is by developing talent from within; and the most cost-effective and convenient means of creating a high-performing workforce is through the 100% online certificate programs offered by the University of San Francisco (USF). Each eight-week course empowers your team with the skills and knowledge they need to drive your business forward.

EDUCATING MINDS AND HEARTS TO CHANGE THE WORLD

Acclaimed as one of America's best universities by *U.S. News & World Report* and *The Princeton Review*, USF has earned a reputation for excellence that dates back to its founding in 1855. It is committed to becoming internationally known as a premier Jesuit Catholic, urban university with a global perspective and a mission of educating leaders who will fashion a more humane and just world. USF's certificate programs are offered online through its School of Business and Professional Studies, which includes the Masagung Graduate School of Management and McLaren College of Business.



University of San Francisco



UNIVERSITY DISTINCTIONS

- *U.S. News & World Report* lists USF as one of “America’s Best Colleges,” ranking it among the top national universities for both Student Diversity and International Student Enrollment
- *The Princeton Review* includes USF in its “Best 368 Colleges” publication, naming it one of the “Best Western Colleges”
- The Aspen Institute Center for Business Education features USF in its “Global 100” ranking, which spotlights MBA programs that integrate social and environmental stewardship issues into their curricula and research

ACCREDITATION

The University of San Francisco is accredited by the Western Association of Schools and Colleges (WASC). USF’s School of Business and Professional Studies – which includes the Masagung Graduate School of Management and the McLaren College of Business – is accredited by the Association to Advance Collegiate Schools of Business. AACSB International is the premier accrediting body for degree programs in business administration.

EMPOWER YOUR EMPLOYEES TO EXCEL IN BUSINESS-CRITICAL DISCIPLINES

Supply Chain Management

Help your employees develop the multi-disciplinary awareness and practical techniques required to build and maintain a world-class supply chain. They’ll master proven tools and learn to make decisions that benefit the organization as a whole as they explore the *Functional Perspective, Tactical Implementation* and *Strategic Best Practices of Supply Chain Management*. When they’re ready for more advanced strategies, support their development with specialized courses in *Green Supply Chain Management, Corporate and Environmental Sustainability*, and *Lean Supply Chain Management*.

Sales and Sales Management

This unique, 100% online certificate program will improve your sales team’s consultative selling skills and close rates far more effectively than any short-term workshop or seminar. It will also hone their leadership abilities and prepare them for management roles, ensuring the continued momentum and future success of your sales organization. Courses include *Expert Selling, Transitioning to Sales Management* and *Expert Sales Management*.

Internet Marketing

To maximize your marketing budget, your team needs to be able to develop, implement and evolve strategies that incorporate every facet of interactive marketing. Empower them to achieve proficiency across the entire digital marketing spectrum with three dynamic courses: *Integrated Online Strategies, Search Engine Marketing and Usability*, and *Advanced Interactive Marketing and Measurement*. Then, hone their expertise and equip them with specialized tools in *Advanced Web Analytics, Advanced Social Media, Advanced Email Marketing* and *Advanced Affiliate Marketing*.

REGISTER TODAY!

Sessions start every month, so there’s no delay in getting started today!

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Not Just a Provider**

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workforce of tomorrow! 800-280-9895**

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