

## Professional Development Scholarship

### Approved Program Overviews

#### Coaching Skills

- **Dates:** Thursdays, February 6, 13, 20, 27, 2025
- **Course Length:** Four 3-hour sessions; 6 PM - 9 PM MT, Live online (via Zoom)
- **Description:** This non-credit course is taught through lectures, discussions, and supported role-plays. Participants learn to work with various personality types, effectively resolve conflict, and promote collective buy-in. They develop their individual coaching style, learn to support & empower employees, and practice techniques to become effective leaders.
- **Outcomes:** University of Denver certificate of completion (must attend all sessions)

#### Business Analytics

- **Start Date:** February 3, 2025; **End Date:** April 11, 2025
- **Program Length:** 10 weeks, fully online, self-paced with optional weekly live sessions
- **Description:** This non-credit course, taught by industry experts, covers key areas required to utilize data effectively to help an organization optimize its business processes by making better, more informed decisions.
- **Learner Support:** Learners have access to a robust learner support system, which include: an assigned Learner Success Advocate, Slack collaboration (for peer-to-peer engagement, access to resources and instructors), and a Career Hub (with on-demand modules, resources and workshops)
- **Outcomes:** University of Denver certificate of completion, 10 Continuing Education Units (CEUs), and preparation for the **Tableau Desktop Specialist Certification**, including one year of free access to Tableau eLearning content

#### Digital Marketing

- **Start Date:** February 3, 2025; **End Date:** April 11, 2025
- **Program Length:** 10 weeks, fully online, self-paced with optional weekly live sessions
- **Description:** In this non-credit course, taught by industry experts, learners transform into digital marketers with expertise in the most in-demand marketing domains. Learners gain practical training and technical certifications applicable on the job.
- **Learner Support:** Learners have access to a robust learner support system, which include: an assigned Learner Success Advocate, Slack collaboration (for peer-to-peer engagement, access to resources and instructors), and a Career Hub (with on-demand modules, resources and workshops)
- **Outcomes:** University of Denver certificate of completion, 9 Continuing Education Units (CEUs), a Strategic Digital Marketing Playbook, industry-recognized certifications and qualifications: Google Ads Search Certification, Google Analytics Individual Qualification, and HubSpot Email Marketing Certification

#### Project Management

- **Start Date:** February 3, 2025; **End Date:** April 11, 2025
- **Program Length:** 10 weeks, fully online, self-paced with optional weekly live sessions
- **Description:** This non-credit course, taught by industry experts, transforms learners into project managers with expertise in the latest, in-demand tools, techniques, and methodologies. Learners gain practical training and technical certifications that can be applied on the job.
- **Learner Support:** Learners have access to a robust learner support system, which include: an assigned Learner Success Advocate, Slack collaboration (for peer-to-peer engagement, access to resources and instructors), and a Career Hub (with on-demand modules, resources and workshops)

- **Outcomes:** University of Denver certificate of completion, 10 Continuing Education Units (CEUs), a Project Management Playbook, and industry-recognized certification and qualifications: Atlassian Jira Software Essentials Associate Certification, 23 hours toward the Project Management Institute's Certified Associate in Project Management (CAPM) Certification, and hands-on experience working with Google Sheets and Microsoft Project

### Product Management

- **Start Date:** February 3, 2025; **End Date:** April 11, 2025
- **Program Length:** 10 weeks, fully online, self-paced with optional weekly live sessions
- **Description:** This non-credit course, taught by industry experts, focuses on the essential knowledge areas and digital skills necessary for effective product management. Students develop practical skills in market research, user-centered design, product strategy and roadmapping, agile development and testing, go-to-market strategy, and product analytics.
- **Learner Support:** Learners have access to a robust learner support system, which include: an assigned Learner Success Advocate, Slack collaboration (for peer-to-peer engagement, access to resources and instructors), and a Career Hub (with on-demand modules, resources and workshops)
- **Outcomes:** University of Denver certificate of completion, 10 Continuing Education Units (CEUs), and industry-recognized certification and qualifications: Productboard Build Outcome-Driven Roadmaps Certification, Getting Started with Amplitude Analytics Credential, and (optional) Jira Software Essentials Certification

### Salesforce Administration

- **Start Date:** February 3, 2025; **End Date:** April 11, 2025
- **Program Length:** 10 weeks, fully online, self-paced with optional weekly live sessions
- **Description:** This non-credit course, taught by industry experts, is designed to help learners kick-start their careers as Salesforce Administrators with the knowledge, practical training, hands-on activities, and technical credentials they need to succeed in this role.
- **Learner Support:** Learners have access to a robust learner support system, which include: an assigned Learner Success Advocate, Slack collaboration (for peer-to-peer engagement, access to resources and instructors), and a Career Hub (with on-demand modules, resources and workshops)
- **Outcomes:** University of Denver certificate of completion, 10 Continuing Education Units (CEUs), preparation for the Salesforce Administrator Certification, proof of Salesforce Administrator skills with the following: 20+ Salesforce Trailhead badges, Salesforce Administrator Strategic Playbook, and hands-on experience in Salesforce and Salesforce Developer

### AI Prompting

- **Start Date:** February 3, 2025; **End Date:** March 7, 2025 or **Start Date:** March 3, 2025; **End Date:** April 4, 2025
- **Program Length:** 5 weeks, fully online, self-paced with optional weekly live sessions
- **Description:** This non-credit course, taught by industry experts, equips learners with essential AI prompting capabilities, focusing on OpenAI's ChatGPT to enhance content creation, data analysis and visualization, and workflow optimization to improve productivity and prepare learners for future technological advancements.
- **Learner Support:** Learners have access to a robust learner support system, which include: an assigned Learner Success Advocate, Slack collaboration (for peer-to-peer engagement, access to resources and instructors), and a Career Hub (with on-demand modules, resources and workshops)
- **Outcomes:** University of Denver certificate of completion, 5 Continuing Education Units (CEUs), AI prompting fundamentals, mastery of AI content creation, AI data analysis & visualization, leveraging AI tools, scaling with prompt libraries and custom GPT, and creating an AI prompting playbook and portfolio of work