



2018 IUPUI Course Information Requirements and Schedule

(\$229.00 each course/20% discount if you register for all three at once/\$89.00 re-take fee)

https://v2.aitapps-s.iu.edu/AIT_INlighten_V1_Online/cepd

For any questions, contact Sara Griffin at samgrif@iupui.edu or 317-274-0180.

2018/2019 IUPUI Course Schedule

Effective Advertising

Course Dates: *March 5 - April 30, 2018*

This course explores the fundamental principles and procedures of advertising. Through exercises and readings, you'll examine the psychology of advertising, yearly programming, image barriers, graphics, layout and copy, publicity and public relations. Whether you're responsible for preparing your company's advertising strategy or want to better understand the basic advertising concepts, this course will provide you with a solid foundation. You'll gain greater confidence in working with ad agencies or providing input to your organization's advertising program.

Running a Business: Understanding the Numbers Is Step #1

Course Dates: *March 5 – April 20, 2018*

As a business professional who would like to be more comfortable understanding financial data to help you make financial decisions, this course was designed to help professionals understand everything from budget to financial analysis of key metrics and benchmarks. From financial statements to budgeting to operations and management analysis, the following will be covered in class: reading financial statements, preparing operational budgets, determining how to make projections and how to analyze critical success factors/metrics. It's imperative to be able to present data to illustrate, motivate, and monitor. The class will incorporate business finance basics (terminology and functionality) with the reality of how to use financial data to support decision making.

Personal Organization & Effectiveness

Course Dates: *May 1 – June 30, 2018*

T.S. Eliot is quoted as saying, "We must not cease from exploration. And the end of all our exploring will be to arrive where we began and to know the place for the first time." This course provides the opportunity for you to examine and improve your effectiveness, not only at work tasks, but also as a whole person striving to fulfill your responsibilities as an entrepreneur or employee, a spouse, a friend, a parent, and other life roles. Stephen Covey has described timeless wisdom of the ages in a way that helps you tailor your own life plan for maximum benefit to yourself and others in his book, "The Seven Habits of Highly Effective People." Benefit from this excellent book, and improve your interpersonal skills in your professional environment and personal life.

Ignite Your Effectiveness by Improving Your Sales Skills

Course Dates: *May 1 – June 30, 2018*

Every day in every situation, we must sell. We sell ourselves, we sell our company, we sell a service that our company offers, and we sell employees on how to be more motivated and effective. This course takes you from the “pre-sell” perspective through to “closing a deal.” Learn effective sales competencies; learn what differentiates an individual who has not yet succeeded in selling well from a sales superstar. Gain an in-depth look at the dynamics and key components of a successful sales presentation - from the words you choose, to the medium your message is delivered, to your personal aura and actual physical presentation. In addition, this course will help you gain insight into critical measurements of sales success - from lead generation to qualifying potential audiences to writing RFPs.

Customer Service - Required option

Course Dates: *July 2 - August 15, 2018*

Learn to identify and profile your customer base; analyze their environment, develop tools to access that base and learn techniques that can enhance your company's image to your customers. Five operating principles will be reviewed. Through exercises, you'll have an opportunity to take a look at your organization's strengths and weaknesses as well as your own.

Promoting Your Business - Required option

Course Dates: *September 3 - October 31, 2018*

Learn how to make your business stand out. This course can help you promote your business with an understanding of the "guerrilla-marketing" concept for large and small businesses. Basic marketing strategies will be developed along with exploration of successful advertising and promotions programs. Learn to create a stronger identity to better position your product or service, and develop a strategy to get the most out of your promotion dollars.

Business Grammar and Writing - Required option

Course Dates: *November 5 – December 15, 2018*

Learn practical tips and techniques for successful business writing. This course provides a basic understanding of grammatical relationships rather than mere memorization of rules. Acquire skills to better target your audience and establish positive communications with your clients. Enhance your writing skills through exercises and letters, applying persuasive, controversial, and routine correspondence styles. Upon completion, you will have a portfolio of assignments for reference to gain greater confidence and proficiency in both your business and personal correspondence.