Welcome to Winter/Spring at Portland State University’s Center for Executive and Professional Education (CEPE).

If you’re looking to learn new skills, get training from local experts, take your career to the next level, or change career paths, you’ve come to the right place. For over 30 years, Portland State’s Center for Executive and Professional Education (CEPE) has been leading professional education in the Portland-Metro area. We provide access to top-notch industry leaders that not only teach you necessary skills for success, but pass down years of experience and knowledge so that you can easily navigate your career path and leap ahead of your competition.

Don’t get left behind. If you’re not learning something new, you’ll get passed by in today’s busy marketplace. Join the over 30,000 CEPE alumni who have fast-tracked their careers with courses at CEPE.

Courses are taught year-round and are suited for both individual learners who want career training and local employers who want group training or customized Onsite education. Take a look at our certificate programs and course schedule to start your journey today.

“Fantastic courses taught by fantastic instructors.”  Sharon Hayashi, Student

CEPE Courses
for Winter/Spring 2014

Advanced Digital Strategies
NEW - Winter 2014
Strengthen your understanding of digital marketing and strategies, customer engagement, and analysis. Courses include SEO, paid media, social media, and content strategy. Optimize your marketing efforts through analysis and effective integration of digital initiatives with exciting marketing activities.

Students will leave the certificate with an understanding of client engagement and presentation, strategic digital communications consulting, and a solid understanding of effective application of these strategies. As advanced students, this certificate requires the student to be familiar and comfortable with digital communications tactics and to understand the strategic application of these for business and nonprofits.

To register, visit pdx.edu/cepe/advanced-digital

Advanced Digital Strategies Certificate Required Courses: Content Marketing Strategy; Advanced Search Strategy; Advanced Social Media Marketing; Advanced Analytics and Optimization

Faculty Includes: Tom Bennett, Steve Burnett, John Hartman, Siouxsie Jennett, Derek Phillips, Ryan Summers

Athletic and Outdoor Product Management
NEW - Winter 2014
The Athletic and Outdoor Product Management Certificate program is designed for individuals interested in learning more about the unique challenges of the athletic and outdoor industry. This program will focus on sales and distribution, retailing, and go-to-market strategies. In addition, coursework will emphasize brand and relationship management. Students will also receive an overview of the product planning process from idea generation to consumer engagement. Portland and the surrounding region is one of the top destinations for athletic and outdoor brands in the world. This program is designed to help professionals interested in being the customer-facing representative of some of Oregon’s great athletic and outdoor firms.

To register, visit pdx.edu/cepe/athletic-outdoor

Athletic and Outdoor Product Management Required Courses: Introduction to the Athletic and Outdoor Industry; Athletic and Outdoor Product Planning; Athletic and Outdoor Material Sourcing; Athletic and Outdoor Branding and Positioning

Faculty Includes: Lauren Beitelspacher, Mitch Menendez, Sue Parham, Austin Davidsen, Will Sandman, Ian Yolles

“Information I could use immediately.”  Rebecca Cunningham, Business Analysis Certificate student
“Topics covered in the Business Analysis program are useful to me in my job and I can apply them immediately.”

Jonathan Coleman, Student

Business Analysis

The Business Analysis program is ideal for professionals in any industry who need to identify business needs and find solutions for business objectives. Organizations of all sizes have to conduct detailed analyses in order to be successful in today’s results-driven business environment. While there are differences in how business analysis should be conducted between sizes and types of business, there are more similarities, and there are definite best practices that increase the potential for analysis success. Our certificate program provides you with the perfect balance of tools, techniques, and skills to be successful in all knowledge areas of business analysis and to help move your organization forward. All courses are aligned with the International Institute of Business Analysis (IIBA) Body of Knowledge (BABOK).

To register, visit pdx.edu/cepe/business-analysis

Business Analysis Certificate Required Courses: Business Analysis Planning and Monitoring; Getting the Requirements Right; Creating Strong Recommendations; Assessing and Validating Solutions; Strategic Business Analysis

Faculty Includes: Chris Dennis, Ron Sarazin

Digital Marketing Strategies

Today’s most successful marketers don’t rely on only one method of marketing to maximize sales opportunities. This certificate gives marketers and account executives a practical blueprint for developing integrated marketing communication plans that include advertising, promotion, direct marketing, sales, public relations, and event marketing. Learn to build and sustain successful, integrated interactive marketing programs. Strengthen your understanding of digital marketing methods for generating traffic and customer engagement including search engine optimization (SEO), search engine marketing, social media marketing, and building brand identity.

To register, visit pdx.edu/cepe/dms

Digital Marketing Strategies Certificate Required Courses: Introduction to Digital Strategies; Social Media Marketing; Search Engine Marketing; Measuring and Optimizing Your Website; Integrating Digital Media: Best Practices

Optional Courses: Each course listed above has an optional practicum associated with it, which adds in-depth discussion and training for each course.

Faculty Includes: Amanda Bernard, Aaron Gray, John Hartman, Siouxsie Jennett, Kent Lewis, Lisa Peyton, Bryan Rhoads

Join us for our quarterly breakfasts, from 7:30-9:00 a.m. to learn more about our program. Visit us online for specific details.
Executive Education
CEPE provides fully customized, multi-module Business Leadership Programs (BLP) that help identify, recognize, and develop leadership talent within organizations. Programs are designed in collaboration with the organization’s leadership team and include both education and training (theory and practice). Participants are allowed time for reflection and networking, and senior managers are able to observe, mentor, and plan further learning experiences. PSU School of Business faculty provide theory and content, partnering with senior leadership to ensure the theory is rooted in relevant application and practice. Our goal is to provide a sustainable approach to talent management within an organization’s leadership pipeline.

To find out more, please visit pdx.edu/cepe/executive

Faculty Includes: Dave Garten, Gudrun Granholm, Carolyn McKnight, Brian McCarthy

Onsite Training Programs
The Center for Executive and Professional Education is the Northwest’s leader in Onsite corporate education programs. Each year we deliver customized business training to organizations throughout the Portland metro area, and across Oregon and southwest Washington. Some recent clients include Multnomah County, the City of Portland, Energy Trust, Metro, Boeing, KapStone (formerly Longview Fibre), The Standard, PGE, and many others.

To find out more, please visit pdx.edu/cepe/onsite-and-customized-educational-solutions

Human Resource Management
The Human Resource Management Certificate program provides students with a solid foundation to advance within the evolving HR profession, as well as a wide range of elective coursework in the areas of business acumen, team building, coaching, communication, and conflict resolution. The HR certificate is in complete alignment with the professional competencies outlined by the Society for Human Resources Management (SHRM). This competency model is globally accepted as the highest professional standard for the practice of human resources. Our courses are tailored to both newcomers and experienced professionals seeking to advance their careers. Our instructors are leaders in the national and Northwest HR sector and they bring the latest workplace solutions to the classroom, ensuring success and business compliance.

To register, visit pdx.edu/cepe/hr-management

HR Management Required Courses:
- Management of Human Resources;
- Employee and Labor Relations;
- Basic Principles of EEO;
- Compensation;
- Benefits Management;
- Talent Acquisition, Selection, and Retention

Faculty Includes: Jennifer Bowman-Steagall, Alan Cabelly, Judy Clark, Kate Dixon, Corbett Gordon, Dan Grinfas, Jennifer Johnson, Tammi Wheeler

Already earned your HR Management certificate? Consider one of our new Advanced HR concentrations in Conflict Resolution or Organizational Development. Simply complete two courses in either topic to earn your Advanced Certificate. (Note: You must have completed the HR Management certificate prior to beginning the advanced program.)

Lean Practitioner
Lean is a production method that preserves value with less work and less waste. Lean principles come from the Japanese manufacturing industry and focus on improving flow, or getting things to the right place at the right time in the right quantity. Does your organization strive to improve quality, eliminate waste, reduce time to production, and reduce total costs? Our Lean Practitioner Certificate program can help you get there. By developing the expertise to plan and deploy Lean in the right way, you reduce the risk of failure, learn how to drive organizational change, and create best practices that can be shared across the organization.

To register, visit pdx.edu/cepe/lean-practitioner

Lean Practitioner Certificate Required Courses:
- Fundamentals of Lean;
- Learning to Improve: The Kaizen Way;
- Flow Design and Value Stream Management;
- Standardized Work;
- The Visual Workplace;
- Lean Daily Management

Faculty Includes: Tom Fabrizio

If you are interested in learning more about Lean — or deciding if a Lean or Six Sigma program is right for you — try our 2 1/2-day Lean Six Sigma seminar that covers the fundamental concepts of continuous practice improvement. This is ideal for leaders and executives considering the implementation of Lean Six Sigma initiatives, as well as working professionals looking for a broad-based understanding. Please visit us online for details and to register for our next seminar.
“I strongly recommend the Human Resources Management Certificate program for anyone who wants to develop into an HR role or those already working in HR who want to know more. Excellent materials, affordable tuition, and top-notch professors make this program a great value!” Donald DeMont, Event Supervisor & Analyst at Dave’s Killer Bread

Project Management
Project management skills are increasingly important in today’s competitive organizations, especially to those who want to meet project goals on time and within budget, while maintaining high quality standards. Our Project Management Certificate program is intended for both new and experienced project managers who have little, if any, formal education in project management; anyone involved in project-based work will benefit from this program. The curriculum is full of practical, hands-on material with immediate application in the workplace. You will learn the theories, tools, and techniques of successful project management. Sessions cover task organization and sequencing; schedule development; the management tool of critical path method implementation; the use of milestone and Gantt charts; the reverse planning method; as well as cost, performance, and client considerations. Meet your professional challenges head-on by applying the techniques taught in this certificate.

To register, visit pdx.edu/cepe/project-management

Project Management Certificate Required Courses: Project Planning and Organization; Project Management Communications and Teamwork; Project Management Tools; Project Leadership and Conflict Management

Faculty Includes: Chris Dennis, Tonia McConnell, Tom Parker, Ron Sarazin, Paul Spindel, Ed Warnock

Planning to earn your PMP Certification? Take our four-day intensive PMP Exam Prep Boot Camp course. This course, along with all of our Project Management courses, can be used to satisfy PMP education and professional development requirements (PDUs) for the exam.

Six Sigma
CEPE, in collaboration with the NW Center for Performance Excellence, provides one of the most effective, substantive, practical, and fun Six Sigma programs on the west coast. Our Six Sigma Yellow, Green, and Black Belt programs take organizations to the next level by uniting product and process excellence with goals such as improving customer service and enhancing shareholder value creation. Organizations that successfully implement the Six Sigma culture are some of the most highly touted organizations in the world, with the highest customer loyalty ratings and one tenth the typical organization’s cost of poor quality. Six Sigma Green and Black Belts are some of those organizations’ most valued contributors. Six Sigma tools and methods can be simple and intuitive or sophisticated and highly analytical, but are always eloquent and effective.

To register, visit pdx.edu/cepe/six-sigma

Faculty Includes: Aubrey Kendall, John Major, Ron Sarazin, Tammi Wheeler, Steve Zagorola

If you are interested in learning more about Six Sigma — or deciding if a Lean or Six Sigma program is right for you — try our 2 1/2-day Lean Six Sigma seminar that covers the fundamental concepts of continuous practice improvement. Please visit us online for details and to register for our next seminar.

“Training was high energy and fast moving. I lost track of time, thoroughly enjoyed the subject matter, and learned a lot”
Michael Sommers, Student

Strategic Organizational Management
Rooted in the Organizational Development and Human Resource Management disciplines, Strategic Organizational Management (SOM) is the process of increasing organizational effectiveness through employee development. Our certificate program provides a plan to strengthen your organization’s capacity for success through coaching and training, internal capacity building, work process improvement and leadership development. SOM helps you plan strategically, provide the best structure possible, and ensure a sustainable future for your organization.

The SOM certificate program offers a practical approach to meet your needs. All of our courses are taught by expert instructors who are experienced and ready to help move your organization forward. Courses are interactive and real-world case studies are used to illustrate how to use SOM tools.

Strategic Organizational Management Required Courses: Organizational and Performance Assessment; Organizational Improvement Strategies; Change Management; Strategic Team Work; Evaluation Design and Implementation

To register, visit pdx.edu/cepe/som

Faculty Includes: Larry Fergusson, Sarah Stebbins, Daniel Vetter

“Very interactive and useful information, and the Project Management Certificate program will help in the communications at work and in life. Knowing how to interact with others of different thinking and backgrounds is a crucial skill.” Rob Gibson, Student

Tax Practitioners Institute
Portland State’s Tax Practitioners Institute is Oregon’s only university-affiliated public two-day tax seminar, designed for tax practitioners at all levels — enrolled agents, CPAs, registered tax return preparers (RTRPs), and more. Earn 16 CPEs, learn from seasoned experts in the field, and connect with your tax practitioner peers from across Oregon. All attendees also receive a 600-page 2013 Tax Practitioners Institute Workbook and searchable CD.

To find out more about the 2013 Institute, please visit pdx.edu/cepe/tpi

Instructors Include: Robert Betts, Larry Brant, Jonathan Mishkin, Brian Wozniak, and representatives from the Oregon Department of Revenue

The Institute is the only tax seminar featuring representatives from the IRS and the Oregon Department of Revenue. You will take away timely information as well as valuable resources for your reference library.
Portland State’s Center for Executive and Professional Education (CEPE) offers essential education for the business professional. Courses and seminars are taught from a practical perspective and scheduled for working adults. Courses and certificate programs can be brought to your company, fully customized or off-the-shelf, through our Onsite training program.

For more information, contact us directly.

**Kristen Pedersen, PhD**  
Director  
Executive Programs  
kpeders@pdx.edu  
503.719.7922

**Tricia Carey, MBA**  
Assistant Director, Digital Strategies  
Advanced Digital Strategies, Business of Craft Brewing, Digital Marketing Strategies  
tricia.carey@pdx.edu  
503.719.7657

**Melissa Endicott, MLS**  
Program Manager  
Athletic and Outdoor Product Management, Business Analysis, Lean Practitioner, Project Management, Six Sigma  
endicom@pdx.edu  
503.477.9757

**Carmen Schwisow, MPA**  
Program Manager  
Business Communication, Human Resource Management, Onsite Programs, Strategic Organizational Management, Tax Practitioners Institute  
schwisow@pdx.edu  
503.477.9413

**Sarah Straub**  
Course Delivery Coordinator  
All Programs  
straub2@pdx.edu  
503.327.8964

---

**NEW in Spring! Strategic Organizational Management**

Advanced Digital Strategies  
Athletic and Outdoor Product Management  
Business Analysis  
Business Communication  
Business of Craft Brewing  
Digital Marketing Strategies  
Executive Education  
Human Resource Management  
Lean Practitioner  
Project Management  
Six Sigma  
Onsite Programs  
Strategic Organizational Management  
(formerly Organizational Development)  
Tax Practitioners Institute

To register or find out more information please visit us online at [pdx.edu/cepe](http://pdx.edu/cepe)

---

**REGISTER EARLY FOR WINTER COURSE DISCOUNT.**

Register December 9–22, 2013 for non-credit winter term 2014 courses and receive 25% off your entire purchase. A few exclusions apply. There is no limit on the number of courses you can register for, and we have 40+ on the winter schedule to choose from. Simply enter code “CEPE25” at checkout. Visit us online for further details.