

2020-2021 CATALOG UPDATE



UNIVERSITY OF MARYLAND
GLOBAL CAMPUS





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MISSION

The mission of University of Maryland Global Campus is improving the lives of adult learners. We will accomplish this by operating as Maryland's open university, serving working adults, military servicemen and servicewomen and their families, and veterans who reside in Maryland, across the United States, and around the world.

VISION

UMGC will be a global leader in adult education focusing on career-relevant programs that enable students to realize their professional aspirations.

VALUES

- **Students First:** These are the people who make our work possible.
- **Accountability:** We are each responsible for our overall success.
- **Diversity:** Each individual brings value to our efforts and results.
- **Integrity:** Our principles and standards are never compromised.
- **Excellence:** Quality is the hallmark of our work.
- **Innovation:** We advance so others can benefit from our leadership.
- **Respect:** The rights and feelings of others are always considered.
- **People Always:** Our faculty and staff represent our differentiator and competitive advantage.

The following information is an update to the *2020–2021 UMGC Catalog* and represents changes and additions made after original publication. Refer to the *2020–2021 Catalog* for information on all other programs, services, and policies.

ABOUT STUDY AT UMGC

Ways of Earning Credit

Transfer Credit from Outside Sources

Graduate Transfer Credit

The Doctor of Business Administration is now the only UMGC program that does not accept transfer credit. See p. 16 of the *2020–2021 Catalog* for information on transfer credit requirements.

CERTIFICATE PROGRAMS

UNDERGRADUATE

Facebook Digital Marketing

(Formerly called Digital Marketing)

OFFERED IN THE 2020–2021 ACADEMIC YEAR

The following degree requirements and recommended curriculum apply to students who begin continuous study on or after August 1, 2020.

The UMGC digital marketing certificate integrates a foundational understanding of marketing principles with practical applications of digital techniques. In this program, you'll learn how to create effective online content and use data visualization techniques to gain better insight into the customer experience.

In addition, you'll learn the skills to run a simulated social media campaign on Facebook and understand the key metrics of optimization. You'll examine the role of marketing in specific business contexts; use consumer behavior and psychology in the design of marketing strategies; employ best practices in simulating cost-effective marketing designs and selecting delivery modalities; and analyze how to use social media, email, and other digital-based platforms for optimum marketing results.

Overall certificate completion requirements and policies are listed on p. 161 of the *2020–2021 Catalog*.

Note: All courses required for the Facebook Digital Marketing certificate can be applied to major course requirements for the BS in Marketing. Prior-learning portfolio credit, internship/Workplace Learning credit, course challenge, or transfer credit from other schools cannot be applied to this certificate.

SIX REQUIRED COURSES:

- MRKT 311 Digital Marketing Principles (3)
- MRKT 355 Integrated Marketing Communications in Digital Media (3)
- MRKT 356 Email Marketing (3)
- MRKT 394 Managing Customer Relationships in Digital Marketing (3)
- MRKT 411 Consumer Behavior in Digital Media (3)
- MRKT 458 Social Media Marketing (3)

Total credits for certificate in Digital Marketing: 18

Public Safety Executive Leadership

AVAILABLE SPRING 2021

The following degree requirements and recommended curriculum apply to students who begin continuous study on or after January 1, 2021.

Develop the executive leadership skills needed to succeed in the professional public safety environment. There is currently a high demand for leadership education for public safety officials at the federal, state, and local governmental levels, as well as throughout the private sector. This certificate should be of professional benefit to both current and future public safety officials in the areas of contemporary public safety practices, public safety planning, public safety legal issues, public policy, public safety research and technology, and public safety leadership.

Overall certificate completion requirements and policies are listed on p. 161 of the *2020–2021 Catalog*.

FIVE REQUIRED COURSES:

- PSAD 304 Contemporary Public Safety Practices (3)
- PSAD 306 Public Safety Planning (3)
- PSAD 408 Public Safety Legal Issues and Public Policy (3)
- PSAD 410 Public Safety Research and Technology (3)
- PSAD 416 Public Safety Leadership (3)

Total credits for certificate in Public Safety Executive Leadership: 15

COURSE INFORMATION

UNDERGRADUATE COURSE DESCRIPTIONS

Public Safety Administration

PSAD 304 Contemporary Public Safety Practices (3)

Recommended: PSAD 302. An investigation of contemporary strategic public safety practices. The goal is to apply the concepts of hazard and risk identification and management, quality control methodology, customer service, integrated public safety services, and public and private partnerships to public service administration decision making. Discussion covers hazard and risk analysis, customer service awareness (including expectations and demands), quality control methodology (including industry standards and accreditation), integrated public services, best practices, and public/private partnerships.

PSAD 306 Public Safety Planning (3)

Recommended: PSAD 304. An examination of strategic and operational planning in public safety administration. The aim is to identify and analyze an existing organizational strategic plan that includes budgeting and resource allocation, identify and analyze an existing operational plan, and identify the process for implementation of operational plans. Topics include strategic plans, budgeting, resource allocation, operational plans, hazard mitigation plans, emergency operation plans, incident action plans, and implementation, including positive and negative forces.

PSAD 408 Public Safety Legal Issues and Public Policy (3)

Recommended: PSAD 304. A study of the legal and public policy issues faced by public safety administrators. The objective is to describe the legal system; the legal and political environment; administrative laws and regulations for the work environment; and the interrelationship among law, regulations, and public policy. Topics include the federal, state, and local legal systems; the legal and political environment; workplace administrative laws and regulations; public policy; liability; and risk reduction.

PSAD 410 Public Safety Research and Technology (3)

Recommended: PSAD 304. An examination of research and technology applications in public safety administration. The goal is to describe the principles of scientific research; evaluate existing research and technology; and apply the methods and resources of research, science, and technology to public safety administration. Topics include scientific research, research methodology, technology, and evaluating and utilizing research and technology in public safety administration.

PSAD 416 Public Safety Leadership (3)

Recommended: PSAD 304. A study of leadership theories, skills, and techniques used in public safety administration. The objective is to define and explain basic concepts of leadership; analyze personal leadership knowledge, skills, and abilities; and evaluate leadership performance in the current public safety environment. Topics include leadership, leadership theories and styles, leadership roles, leadership performance, individual leadership skills and plans, effective leadership, and future trends.

APPENDICES

State Authorizations

See pp. 321–322 of the *2020–2021 Catalog* for additional state authorization information.

Hawaii

University of Maryland Global Campus is authorized by the State of Hawaii Department of Commerce and Consumer Affairs to operate as a postsecondary degree-granting educational institution in the state of Hawaii.

Washington

If you are a Washington State resident seeking information and resources about student loan repayment or seeking to submit a complaint relating to your student loans or student loan servicer, visit wsac.wa.gov/loan-advocacy or contact the Student Loan Advocate at loanadvocate@wsac.wa.gov.

The Washington Student Achievement Council (WSAC) has authority to investigate student complaints against specific schools. WSAC may not be able to investigate every student complaint. Visit wsac.wa.gov/student-complaints for information regarding the WSAC complaint process.



ACCREDITATION

University of Maryland Global Campus is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104 (267-284-5000), an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation. UMGC is a constituent institution of the University System of Maryland and is governed by the USM Board of Regents. UMGC is certified to operate by the State Council of Higher Education for Virginia (SCHEV). 9625 Belvoir Road, Barden Education Center, Building 1017, Room 128, Fort Belvoir, VA 22060.

ABOUT UMGC

University of Maryland Global Campus was founded more than 70 years ago specifically to serve the higher education needs of working adults and servicemembers. Today, UMGC continues its global tradition with online and hybrid courses, more than 170 classroom and service locations worldwide, and more than 90 degrees, certificates, and specializations backed by the reputation of a state university and the University System of Maryland. For more information, visit umgc.edu.

Visit UMGC on the web at umgc.edu.

To speak with an advisor, call **800-888-8682** or send an email to studentsfirst@umgc.edu.



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3501 University Boulevard East
Adelphi, MD 20783 USA