

2020 2021 CATALOG UPDATE



UNIVERSITY
GLOBAL CAMPUS

UNIVERSITY OF MARYLAND



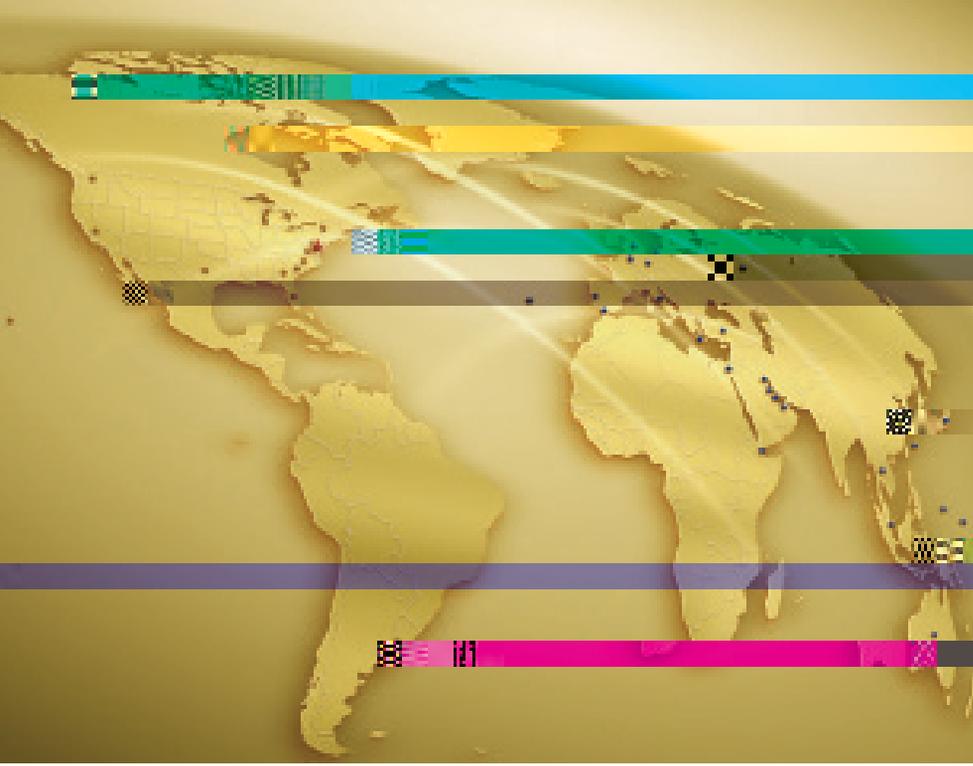


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MISSION

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
- Respect: The rights and feelings of others are always considered.
- People Always: Our faculty and staff represent our differentiator and competitive advantage.



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.

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.

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 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 SJ STXMQM ^ EXMSR = SYmPP I \EQMRI XLI VSPJ SJ QEVOIXMRK MR WTJGM □ G 3ZIVEPP GIVXM □ GEXI GSQTPIXMSR VIUYMVIQIRXW ERH TSPMGMIW EVI listed on p. 161 of the 2020–2021 Catalog.
 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.

3 ZIVEPP GIVXM □ GEXI GSQTPIXMSR VIUYMVIQIRXW ERH TSPMGMIW EVI 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)

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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 HIQERH JSV PIEHIVWLMT IHYGEXMSR JSV TYF federal, state, and local governmental levels, as well as through SYX XLI TVMZEXI WIGXSV 8LMW GIVXM □ GEXI FIRI □ X XS FSXL GYVVIRX ERH JYXYVI TYFPMG areas of contemporary public safety practices, public safety planning, public safety legal issues, public policy, public safety research and technology, and public safety leadership.

3 ZIVEPP GIVXM □ GEXI GSQTPIXMSR VIUYMVIQ 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)

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APPENDICES

State Authorizations

See T T 32322 of th e 2020–2021 Catalog for additional state authorization information.





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ABOUT UMGC
