

# DePaul Continuing & Professional Education (CPE) Rules and Articulation for Undergraduate Competence, School for New Learning (SNL)

## Overview of Programs

### Integrated Marketing Communications:

- Level 2 program requiring 102 hours of seat time
- In order to receive the Integrated Marketing Communications Certificate, students must successfully complete 4 required courses spanning 6 to 10 weeks, plus 1 series of elective courses. These may be articulated to a total of 4 expedited ILPs for the required courses and 1 expedited ILP for the elective course.
- Website for this program is at the CPE website: <http://www.learning.depaul.edu/>

### Required Courses:

- Jacobs & Stone Multichannel Marketing Communications Certificate Program (formerly the Pennebaker Direct and Interactive Marketing Certificate Program Building and Effective Marketing Plan Certificate Program)  
*SNL F-X Competence Statement: Can implement direct, database, integrated and interactive marketing in an organization*
- Building an Effective Marketing Plan Certificate  
*SNL F-X Competence Statement: Can apply the basic elements of marketing including research and analysis tools, distribution channels, and pricing*
- Marketing Research Certificate Program OR Advanced Marketing Research Techniques Certificate Program  
*SNL F-X Competence Statement for Marketing Research Certificate Program: Can conduct qualitative and quantitative studies for an organization in domestic and foreign markets*  
*SNL F-X Competence Statement for Advanced Marketing Research Techniques Certificate Program: Can use empirical methods to study marketing strategies*
- Practical Internet Marketing Certificate Program: Hands-On Techniques for Small Businesses and Nonprofits  
*SNL F-X Competence Statement: Can employ the best practices of Internet marketing and the use of simple Internet tools*

Elective courses:

- Effective Presentation and Communication Skills Certificate + any three Kellstadt Marketing Center seminars  
*SNL F-X Competence Statement: Can employ effective oral and written communication skills to plan and deliver powerful messages*

OR

- Professional Business Writing Certificate Program + any three Kellstadt Marketing Center seminars  
*SNL F-X Competence Statement: Can compose business communications quickly, effectively and persuasively, and can edit writing for brevity, clarity and grammatical structure*

Paralegal Studies Certificate Program:

- Level 2 program requiring 102 hours of seat time  
BA requested for this program, but not required.
- In order to receive the Paralegal Studies Certificate, students must complete one 17 week course for 3 expedited ILP's.
- Website for this program is at the CPE website: <http://www.learning.depaul.edu/>

*SNL F-X Competence Statement #1: Can conduct proper research of laws, synthesize findings, and identify the relevant ones to apply to specific cases within the State of Illinois.*

*SNL F-X Competence Statement #2: Can find and apply court rules with represent the procedural requirements for trial.*

*SNL F-X Competence Statement #3: Can use proper legal analysis of both case law and statutory authority to defend case arguments.*

Project Management Certificate Program:

- Level 2 program requiring 60 hours of seat time
- Managed by the Management Development Center
- In order to receive the Project Management Certificate, students must complete two 10 week courses:
- Website for this program is at the CPE website: <http://www.learning.depaul.edu/>

- Project Management – Core Concepts I (Project Initiation and Planning)  
*SNL F-X Competence Statement: Can organize a management plan for project at business, agency, or other organization*

- Project Management – Core Concepts II (Executing, Monitoring and Controlling, and Closing)  
*SNL F-X Competence Statement: Can design implementation plan and evaluation specifications for a project at a business, agency, or other organization*

Financial Planning Certificate Program:

- Level 2 program requiring 150 hours of seat time
- In order to complete the Financial Planning Certificate Program, students must complete 5 courses, 30 hours of instruction time per course, for a total of 5 competencies
- Optional courses, including CFP Certification Examination Review, Calculator Training Workshop, and Certified Financial Divorce Practitioner Certificate Program, are not included in the expedited ILP process for SNL undergraduates (although non-expedited ILP competence might be available)
- Website for this program is at the CPE website: <http://www.learning.depaul.edu/>

Required Courses:

- Fundamentals of Financial Planning and Insurance Planning  
*SNL F-X Competence Statement: Can describe and analyze the theories and current models of both the financial planning process and insurance planning.*
- Investment Planning  
*SNL F-X Competence Statement: Can describe and analyze basic investments concepts and assess clients' needs as they relate to risk tolerance and exposure.*
- Income Tax Planning  
*SNL F-X Competence Statement: Can describe and analyze the theories and current models of income tax planning.*
- Retirement Planning and Employee Benefits  
*SNL F-X Competence Statement: Can understand retirement plans and the differences between types of employee benefits and their costs.*
- Estate Planning  
*SNL F-X Competence Statement: Can describe and analyze theories and current models of estate planning, and understand wills, intestacy, and tax consequences of estate planning techniques.*

## **Instructions for Submitting CPE Courses for Transfer Credit**

CPE courses for undergraduate students in Integrated Marketing Communications, Paralegal Studies, or Project Management would come to SNL on Expedited ILP forms, with student transcripts attached. No log sheets would be necessary. They would be processed without fee.

**Step 1:** Students should complete the Expedited ILP Submission Form for each course they want to submit for competence. Students should submit forms to their Faculty Mentors.

**Step 2:** Faculty Mentors and Professional Advisors should review and approve the Expedited ILP Submission Form. The Faculty Mentor should then submit the documents to the Assessment Center.

Note: Students are free to submit CPE courses for competencies other than those listed below; however, they must write up an independent learning assessment form. Faculty should follow the standard ILP procedure.