LEADERSHIP AND MANAGEMENT

Modern Marketing Product Development
This course will focus on the important function of Marketing in the modern world. The course will cover all the basic departments reporting to marketing:

- Advertising
- Public Relations
- Sales Management
- Marketing Research
- Pricing
- Sales Budgeting and Reporting
- Product Line Extensions and Innovation

Guest speaker will attend on Advertising and Marketing Finance

Course 20000   WIA-PD  23 hours $499
Apr 2-Jun 18 MW 4:00pm-5:00pm

FOR MORE INFORMATION:
Contact bizskills@unm.edu | 505-277-6033.
For more detailed course information please visit our website at ce.unm.edu.

The Confident Leader Workshop

"Faced with strong-willed personalities, little to no authority, demanding bosses, under-performing team members, short deadlines, and long hours, many managers quickly realize they’ve never been trained to deal with the realities of leadership. Anyone who has ever led a team has probably asked: “Can I really lead this team without making a fool of myself?” This lack of confidence can cause high stress, and tentative performance. It doesn’t have to be that way!

The Confident Leader workshop will provide you with critical leadership skills to boost your confidence and improve yourself as a leader so you’ll get the results you are striving for. You’ll learn:

- Basic skills like influencing your team, leading in a crisis, being decisive, managing change, and coaching that will help you become a better leader.
- How you communicate, what causes stress, and how to reduce that stress?
- How to create a leadership philosophy that puts you and your team on the same page.
- What accountability means for you and your team.

Bonus #1- Online Webinar
Bonus #2- Private Coaching

Course 20001   WIA-PD  14 hours $950
Fall 2018   TW 8:30am-4:30pm
LEADERSHIP AND MANAGEMENT

UNM Staff, Faculty and Retirees:

Use your Tuition Remission:
Fees up to $2,626.88 for Fall, $2,626.88 for Winter & Spring, $1,313.44 for Summer may be applied to Professional Development courses.

Questions about this benefit? Visit us online at: http://ce.unm.edu/TR or call the benefits office at (505-277-MyHR).

To register, send completed forms for registration & tuition remission to ceregistration@unm.edu or come by our registration office, located at 1634 University Blvd. NE (just north of Indian School).

Decision Making for Success NEW
Identification of the potentially hidden blocks to effective decision-making; Paradigm Shifting Technique for selecting your success strategy; Effectively engaging challenges; Next steps for implementation of successful decision-making.

Course 20003 SPA-PD 1 hour $25
Apr 4 W 5:30pm-6:30pm

Decisions Made Easier in Tough Situations NEW
Applying effective identification of hidden blocks and issues in diverse decision-making situations. Understanding your options; practicing Paradigm Shifting Technique to clarify the most appropriate strategy; Taking on challenges and turning them into opportunities; Learning to shift gears when necessary, for a more advantageous outcome; what to do when outcomes differ from expectations, and more...

Course 20004 SPA-PD 3 hours $199
Apr 25 W 1:30pm-4:30pm

Negotiation Strategies to Win NEW
Understanding your true position; Getting to know the “other side” and what they really want; knowing and facing your tolerance for loss – what you have at stake; Stop, reflect, respond.... Effective use of subjective time as a tool in negotiation; what can be done when the other side doesn’t want to come to an agreement and more...

Course 20007 SPA-PD 3 hours $199
May 23 W 1:30pm-4:30pm

More information: bizskills@unm.edu | 505-277-6033 | ce.unm.edu