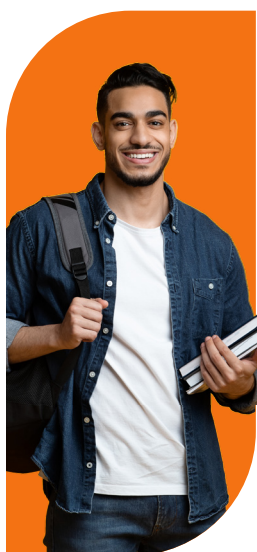




MICRO-CREDENTIALS

ENRICH YOUR LEARNING JOURNEY WITH CAREER-BUILDING EDUCATION!

At Upper Iowa, you can shape your career not only through an academic major or minor but also with micro-credentials! These **concise, skill-focused programs** let you showcase expertise in specific areas, giving you a competitive edge in the job market. Designed to be **personalized, flexible, and outcome-driven**, UIU's micro-credentials provide you with valuable, market-ready skills that employers are looking for. By earning a UIU Micro-Credential, you'll develop the highly specialized skills needed to not only boost your career, but help you stand out in the job market.



WHY MICRO-CREDENTIALS?

- **Align with industry demands:** The pace of change in workplace skills is changing more rapidly than ever before. Micro-Credentials equip you with the relevant, up-to-date expertise needed to stay ahead, offering a flexible approach to lifelong learning.
- **Set yourself apart:** While many may hold similar degrees, Micro-Credentials provide unique skills that distinguish you in both academic and professional arenas.
- **Highlight your success:** Upon completing your Micro-Credential, you'll earn a digital certificate of completion – a simple, yet powerful way to visually represent your accomplishments.

WHY CHOOSE UIU'S MICRO-CREDENTIALS?

Whether you're launching your career, advancing in your current role, or aiming for your dream job, UIU's Micro-Credentials offer the tools to boost your skills and shape your future.

- **Quick:** Achieve a credential faster than a traditional degree.
- **Flexible:** Select from a variety of program offerings, all delivered fully online and 100% virtual, offering the flexibility you need to balance a busy life.
- **Targeted:** Acquire the specific skills you need, without the long-term commitment of a full degree program. Meet your personal development goals by acquiring knowledge in areas that align with your interests and help you stand out in your profession.



EXPLORE YOUR FOCUS
VISIT US AT [UIU.EDU/MICROCREDFS](https://uiu.edu/microcreds)

800.553.4150 | info@uiu.edu



FIND YOUR FOCUS

START YOUR MICRO-CREDENTIAL JOURNEY TODAY

CHOOSE YOUR PATH >>>

CONFLICT MANAGEMENT MICRO-CREDENTIAL

The Conflict Management Micro-Credential is designed to equip students with essential skills and knowledge for effectively managing and resolving conflicts in various settings. This badge integrates coursework in conflict resolution and crisis communication and provides a comprehensive understanding of the mechanisms and strategies involved in managing interpersonal and organizational disputes. Students will engage in theoretical and practical learning experiences, preparing them to handle conflicts confidently and competently.

CONSUMER ANALYTICS FUNDAMENTALS MICRO-CREDENTIAL

The Consumer Analytics Fundamentals Micro-Credential is designed to provide students with essential skills and knowledge in analyzing consumer behavior and market data. This Micro-Credential integrates coursework in quantitative analysis, marketing principles, and consumer behavior, equipping students with the tools necessary to understand and predict consumer actions, preferences, and trends. Through this interdisciplinary approach, students will learn to apply statistical methods, marketing strategies, and behavioral insights to make informed business decisions that enhance consumer satisfaction and drive organizational success.

HEALTHCARE INFORMATICS MICRO-CREDENTIAL

The Healthcare Informatics Micro-Credential is designed to equip students with the knowledge and skills necessary to effectively manage health information and technology within healthcare organizations. This Micro-Credential integrates coursework in healthcare informatics, healthcare law and ethics, and the American health system, providing a comprehensive understanding of data management, legal and ethical considerations, and the operational structure of the U.S. healthcare system. Through this interdisciplinary approach, students will learn to optimize health data usage, navigate legal and ethical challenges, and improve healthcare delivery and patient care quality.

SOCIAL MEDIA MICRO-CREDENTIAL

The Social Media Micro-Credential is designed to equip students with the skills and knowledge necessary to navigate and excel in the dynamic field of social media. This Micro-Credential integrates coursework in new and experimental media, mass media, and media ethics, providing students with a comprehensive understanding of digital engagement strategies, the historical and functional aspects of mass media, and the ethical considerations in media practice. Through this interdisciplinary approach, students learn to create compelling content, responsibly engage with target audiences, and uphold ethical standards in media interactions.

SUPPLY CHAIN LOGISTICS MICRO-CREDENTIAL

The Supply Chain Logistics Micro-Credential is designed to equip students with a comprehensive understanding of the principles and practices involved in supply chain management, transportation management, and procurement. This Micro-Credential integrates coursework in these key areas, providing students with the knowledge and skills necessary to optimize the flow of goods and services from suppliers to customers. Through this Micro-Credential, students will gain insights into the strategic, operational, and technological aspects of supply chain logistics, preparing them for successful careers in the field.