

For Immediate Release:

Six Sigma, Internet Marketing, and Leadership and Management Among Key Areas That Propel Professionals to Forefront of Economic Recovery

Path to better jobs and higher salaries includes online education from the nation's leading universities.

TAMPA, Fla., June 15, 2010 – There's no doubt that professionals with the right post-recession skills will have the best career options. That same knowledge can also strengthen their bank accounts, according to a U.S. News University Directory article featured in the latest University Alliance catalog, [Online Executive Education](#). The publication reveals today's fastest growing business topics – and how professionals can transform their earning potential with 100% online certificate programs from traditional, top-ranked universities such as Villanova University, the University of Notre Dame, the University of San Francisco and Tulane University.

Online professional education continues to be among the best ways for individuals to rejuvenate their careers and attain higher salaries. That's because the instructor-led, video-based format provides the perfect blend of academic excellence with online convenience. "The comprehensive online certificate course offerings give savvy professionals critical education credentials and skill sets designed to position them for success and a higher salary as a way to stay ahead during the economic recovery," said Adrian Marrullier, Executive Vice President and Chief Marketing Officer of University Alliance Online, which provides world-class training from America's leading universities.

The University Alliance catalog spotlights several popular skills sets that command a six-figure income:

Project Management

An average of 1.2 million project management positions will need to be filled each year through 2016, according to a study published by the Anderson Economic Group. In general, project managers are skilled in executing projects, identifying and managing project risk, leading teams and managing risks. It is increasingly common for PMP® or CAPM® certification to be a job requirement for project managers. With Villanova's [Master Certificate in Project Management](#), professionals can gain the knowledge and skills necessary to give their careers a boost and to attain certification. The Project Management Institute reports that the median U.S. salary for those with PMP certification is more than \$100,000. In addition, 52% of project managers report that their salaries have increased over the past year.

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Internet Marketing

The Bureau of Labor Statistics anticipates a sharp increase in the amount of advertising in digital media and wireless devices, which will generate a need for advertising managers to oversee new and innovative advertising programs. Internet marketing professionals need to have a vast array of skills, including SEO, SEM, PPC, social media and web analytics. The University of San Francisco's [Master Certificate in Internet Marketing](#) program provides students with a broad understanding of essential interactive topics and prepares these marketers for the Google Advertising Professional and the Web Analytics Association Web Analyst Certification programs. This lucrative field also offers highly desirable salaries. For example, according to national salary data provided by PayScale, an Internet Marketing Director can currently make as much as \$124,960.

Leadership and Management

There are many leadership and management positions available within organizations and across industries. Individuals who have leadership and management credentials are well-positioned to fill these roles and reach their career goals. Those professionals who earn an [Executive Certificate in Leadership and Management](#) from Notre Dame's Mendoza College of Business, ranked among the top 20 best national universities by *U.S News & World Report*, can stand out from the competition and reap the reward of a six-figure salary.

Six Sigma

Organizations big and small are constantly looking to enhance efficiency and increase revenue, making those professionals with Six Sigma knowledge and skills highly desirable. Six Sigma practitioners use data to monitor, control, and improve operational performance by eliminating and preventing defects in products and associated processes. Villanova University's [Advanced Master Certificate in Lean Six Sigma](#) and [Lean Master Black Belt Certification](#) is a must-have for Black Belts who want to increase their salary, mentor other Black Belts and gain a holistic understanding of their company's Lean Six Sigma efforts. The latest University Alliance catalog reports that, "As for compensation, the *Seventh Annual iSixSigma Global Salary Survey* shows the average total annual earnings for professionals who hold a Six Sigma Master Black Belt certification as \$144,500."

Supply Chain Management

More and more companies are competing to fill a growing number of positions from a limited pool of trained specialists — resulting in a massive shortage of qualified supply chain professionals. In fact, more than 5,000 supply chain jobs are listed online right now. To develop the multi-disciplinary awareness and practical techniques necessary to excel in the complex and highly competitive world of supply chain management, professionals can attain their [Master Certificate in Supply Chain Management](#) online from the University of San Francisco. The *ISM 2009 Salary Survey* reports that the annual salary for a Director, Purchasing/Supply Management/Sourcing is \$131,204, while a Chief, Purchasing/Supply Management/Sourcing earns \$256,560. Those with certification receive even higher earnings.

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Information Technology

Employment growth for computer and information systems managers is expected to increase by 17% over the 2008-18 decade, according to the BLS' Occupational Outlook Handbook, 2010-2011 Edition. This is faster than average when compared to all occupations. The article in the University Alliance catalog states that, "Besides technical skills, these professionals need leadership skills, as the integrity of computing environments is so important to business operations." It also reports that, "the average U.S. total salary was \$96,677, a 9% gain over the year before." This field also offers an increased salary for those who have certification. Villanova's certificate programs, including [Business Analysis](#) and [IS Security](#) help individuals upgrade their résumés, reach their career goals and attain their salary aspirations.

It Pays to Get Certified

Beyond high-paying salaries, many of these disciplines have another thing in common: the need for certification. In fact, professionals who receive industry-recognized certification tend to make 16% more than their non-certified counterparts, according to *Certification Magazine*.

"Those who have positioned themselves in the right fields, with the right skills will be in the best place as the recession is left behind," states the University Alliance catalog, which contains 100 pages of helpful information to assist professionals in choosing the best education options to suit their needs. Not only are all of the programs conveniently accessible 100% online via a dynamic, video-based e-learning platform, but they're also all available from *U.S. News & World Report*-ranked universities such as Villanova, Notre Dame, the University of San Francisco and Tulane.

To learn more about these career-building programs and many others, view the University Alliance catalog at:

http://www.universityalliance.com/info1/UA_PDFs/UA_Catalog/UA_Cat_Spring2010.pdf.

About University Alliance Online

The [University Alliance](#) (UA) facilitates the promotion and online delivery of associate's, bachelor's and master's degrees as well as professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, its university partners have surpassed 450,000 online enrollments – making UA the largest facilitator of e-learning in the country. All University Alliance partners are consistently rated among America's best universities in national publications such as [U.S. News & World Report](#) and *BusinessWeek*. University Alliance partners include Villanova University, the University of Notre Dame's Mendoza College of Business, Tulane University's Freeman School of Business, the University of San Francisco, the University of South Florida, Florida Institute of Technology, The University of Scranton, Dominican University and Jacksonville University.

