

# Faculty of Extension

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# The Faculty of Extension

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In 1912, the University of Alberta was a young institution under the Presidency of Henry Marshall Tory, who charged his protégé, a young AE Ottewell, with the task of “bringing the University to the people.”

More than one hundred years later, the Faculty of Extension continues to create opportunities for lifelong learning in response to the needs of individuals and society by engaging the university and communities in learning, discovery, and citizenship. What once were traveling libraries, “magic lantern” shows, and free public lectures in far-flung rural Alberta is today a multi-faceted, research-driven agent of community engagement, locally, nationally, and internationally.

The Faculty of Extension works collaboratively with other Faculties and educational institutions, community and professional associations, business organizations, and public agencies. It promotes responsive community-university engagement through a wide range of innovative learning opportunities, community-based research, and citizenship activities.

The Faculty now delivers over 300 courses annually to 8,000 students; 25 percent of whom are international students. Programs and courses are offered in the areas of aboriginal health promotion, academic English, adult education, applied sciences, communications and technology, fine arts, information access and protection of privacy, land use planning, local and regional governance, management, modern languages, research and evaluation, residential interiors, teaching and learning, teaching in English, writing, editing and publishing.

Students benefit from the expertise of more than 300 experts in their fields, whose real-world experience dovetails with the research performed by the 20 members of the professoriate. This research, principally in the areas of communication, social sciences, linguistics, community development, and non-traditional learning, has established Extension as a world leader in the Scholarship of Engagement (an academic domain that ties our historical mission with the vision for the future of the University of Alberta at large).

In the 21st century, the communities the Faculty engages and continues to reach far beyond the campus and province to a much larger global “community of communities” that are more diverse in their cultures, perspectives, needs, and issues than those that our predecessors addressed. As the University pursues and advances the process of community-university engagement, we recognize that Extension has unique perspectives, ongoing expertise, and a special role to play in informing and advancing that process.

Extension students, our partners in learning, benefit by earning credentials, completing studies through accessible schedules and delivery methods, advancing their careers, and enriching their lives. Beyond this, their commitment to continuing education benefits their communities by synthesizing new ideas and increasing productivity and innovation in a knowledge-based economy.

For full listings of courses or further information contact:

University of Alberta  
Faculty of Extension  
Enterprise Square, 10230 Jasper Avenue  
Edmonton, AB T5J 4P6  
Phone: (780) 492-3116  
Fax: (780) 492-0627  
[www.extension.ualberta.ca](http://www.extension.ualberta.ca)

# The Professors

## Teaching and Scholarships

**Honorary Doctor of Letters, Thompson Rivers University**  
C Blackstock, PhD (2015)

**University of Alberta Community Scholar Award**  
C Blackstock, PhD (2014)

**Honorary Witness, Truth and Reconciliation Commission**  
C Blackstock, PhD (2014)

**Human Rights Activist, Nobel Women's Initiative**  
C Blackstock, PhD (2013)

**Honorary Doctorate of Laws, University of Northern British Columbia**  
C Blackstock, PhD (2012)

**Alumni Leadership & Service Award, UBC School of Library**  
A Curry, PhD (2011)

**National Aboriginal Achievement Award (Public Policy)**  
C Blackstock, PhD (2011)

**Ashoka Fellow Award**

**National Aboriginal Achievement Award for Public Policy**  
C Blackstock, PhD (2010)

**Canadian Association of Social Worker's Award for National Outstanding Service**  
C Blackstock, PhD (2010)

**University of Alberta Alumni Association, Alumni Horizon Award**  
F Fletcher, PhD (2009)

**Government of Canada, Deputy Minister's Award for Excellence, Innovation and Creativity**  
F Fletcher, PhD (2009)

**Academic Staff Award (for Graduate Student Supervision), Graduate Student Association, University of Alberta**  
R Shields, PhD (2009)

**Adel Sedra Prize, University of Toronto**  
C Blackstock, PhD (2008)

**Fellow Award, Society for Technical Communication (STC)**  
T Barker, PhD (2008)

**McCalla Research Professorship**  
M Adria, PhD (2007)  
G, Gow, PhD (2016)

**Henry Marshall Tory Chair**  
R Shields, PhD (2004)

## Members of the Faculty

### Officers of the Faculty

**Dean**  
K Campbell, PhD

**Associate Deans**  
F Fletcher, PhD (Academic)  
Y Iwasaki, PhD (Research)

**Assistant Deans**  
C Schultz, MA, MBA (Academic)  
M Splinter, MBA (Finance and Operations)

**Professors**  
T Barker, PhD  
K Campbell, PhD  
L Gander, QC, LL.M.  
Y Iwasaki, PhD  
R Shields, PhD

**Associate Professors**  
M Beckie, PhD  
C Blackstock, PhD  
F Fletcher, PhD  
R Gokiert, PhD  
G Gow, PhD  
M Guardado, PhD  
M Mayan, PhD  
K Van Assche, Ph.D  
K Whitfield, PhD

**Assistant Professors**  
J Foote, PhD  
R McMahon, PhD  
L Schnirer, PhD

**Faculty Service Officer**  
S Varnhagen, PhD

### Administrative Professional Officers

B Arkison, MBA  
C Cymbaluk  
M Hui, MBA, CAM  
D Johnson, BA  
C Schultz, MBA, MA  
M Splinter, MBA  
Q Zheng, MSc

**Adjunct Professors**  
G Bosgoed, BA  
S A Chapman, PhD  
A Curry, PhD  
M Greuzmacher, PhD  
S Lynch, PhD  
H Madill, PhD  
P Makokis, PhD  
L Moussu, PhD  
D Pozega Osburn, PhD  
J Sousa, PhD  
J Springett, PhD  
R Tsushima, PhD  
M Wolfe, PhD

**Professors Emeriti**  
M Adria, PhD  
D Barry, AOCA  
A Einsiedel, PhD  
R Faryon, MBA  
D Foth, PhD  
G W Lambie, PhD  
E Lesage, PhD  
C Lockwood, MBA  
H Savage, Dip in Art  
A Schmidt, Fine Art Dip  
W Stewart, PhD  
D Weideman, PhD

### Full-Time Temporary Academic Staff

G Baker, MA  
B Braul, MEd  
Y Breckenridge, PhD  
F Cavanagh, MA  
T Comfort, MEd

J Daniels, PhD  
S Elgueta Duplancic, MA, BEd  
DP Janes, PhD, MBA  
L Jang, MEd  
K Jones, PhD  
J Haak, MA  
B Lambrecht, MA W LeeYing, MA  
J Light, MEd  
D Lo, MEd  
N Lopez Villegas, MA  
S Lynch, PhD  
W MacDonald, BA, BEd, BSW  
P Magaldi Netto, MA  
D Mason, PhD  
L Matthew, MEd  
G Sowak, MEd  
M Zimmer, MA

### Part-Time Temporary Academic Staff

G Smith, PhD, Resident Researcher

## Additional Members of Faculty Council

**President**  
DH Turpin

**Registrar of the University**  
LM Collins

**Chief Librarian**  
G Beasley

**Executive Director, AICT**  
T Woods

**General Faculties Council Members**  
V Bultko (Faculty of Science)  
Stephane Evoy (Engineering)

**Senate Members**  
J Buski  
M Wessel

**Other Member**  
E Davies (Engineering)  
J da Costa (Education)

**Student Member**  
S Rollans / L Slywka (Communications and Technology Graduate Program)

## Services

### Learning Engagement Office (LEO)

The Learning Engagement Office facilitates innovative teaching and learning practices through effective instructional design, instructor professional development, e-learning support and applied research. This unit assists the Faculty in providing superior, flexible educational experiences for students. For more information, call (780) 492-6702.

### Extension Student Services Office (ESSO)

The Extension Student Service Office provides information on Continuing and Professional Education courses offered by the Faculty of Extension and our English Language School. For more information, please call (780) 492-3116.

## Appeals and Grievances

The Faculty of Extension has developed procedures in order that learners who encounter concerns and problems related to academic standing, learning assessment/grades, program requirements, or other matters may have them reviewed equitably and expeditiously. Copies of these procedures can be obtained from the Office of the Associate Dean Academic and Student Affairs at 2-240 Enterprise Square, 10230 Jasper Avenue, phone (780) 248-1416.

## English Language School

### Academic English for Undergraduate Admission

The courses EAP 135, EAP 140, and EAP 145 form a progressive program designed to meet the English language proficiency requirement for undergraduate admission at the University of Alberta. Students who successfully complete these courses will be able to synthesize and analyze information from a variety of sources. They will also focus on developing the skills to present their ideas, both in writing and verbally, in accordance with first-year university standards.

For more information, visit our website at [www.uab.ca/ELS](http://www.uab.ca/ELS) e-mail [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530. For course listings, see Course Listings under English for Academic Purposes (EAP).

### Academic English for Graduate Admission

The University of Alberta recruits, attracts, and welcomes the best and the brightest minds to its programs. As English is the primary language of instruction and communication at the University of Alberta, proficiency in English is a prerequisite for graduate admission. All applicants are expected to demonstrate English language proficiency prior to admission.

Students who successfully complete the course EAP 550 will have met the minimum English language proficiency requirements for admission to a Master's or PhD program at the University of Alberta.

For more information, visit our website at [www.uab.ca/ELS](http://www.uab.ca/ELS) e-mail [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530. For course listings, see Course Listings under English for Academic Purposes (EAP).

### APPEMI for Professors

This program is designed for higher education instructors whose native language is not English, but who teach programs in English. These instructors must not only maintain and improve their own competence in spoken and written English, but also develop teaching models and techniques that will meet the expectations of international students.

For more information, visit our website at [www.uab.ca/ELS](http://www.uab.ca/ELS), e-mail [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530.

### Bridging Programs for Undergraduates

The University of Alberta Bridging Program (BP) provides students the opportunity to combine university degree courses with English for Academic Purposes (EAP) classes. BP is a program for excellent students who meet all of UAlberta's academic criteria but still need to improve their English skills in order to enter a degree program.

For more information, visit our website at [www.uab.ca/ELS](http://www.uab.ca/ELS), email [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530.

### General English ESL – Full time

In the Intensive Day Program (IDP), students learn the communication skills needed to function efficiently and effectively in professional and social settings. The four skills (listening, speaking, reading, and writing) are taught in a friendly and positive English-speaking environment, including the extensive use of textbooks, audiovisual materials, and online software.

For more information, visit our website at [www.uab.ca/ELS](http://www.uab.ca/ELS), e-mail [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530.

### General English ESL – Part time

Part-time courses help students improve specific English skills, such as speaking, pronunciation, and writing. These courses are designed to be taken either on their own, or as a supplement to courses in our Intensive Day and English for Academic Purposes programs.

For more information, visit our website at [www.uab.ca/ELS](http://www.uab.ca/ELS), e-mail [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530.

### Homestay Services

International students quickly learn the benefits of participating in the Homestay Program while learning English. The program is specially designed for students who speak English as a second or additional language. Students live with a Canadian family, experience Canadian culture, and are able to practice their English beyond the classroom. Host families are carefully selected from the Edmonton community to ensure that they have a genuine interest in having a cross-cultural exchange. Both the host family and the student have a unique learning experience and often develop bonds that last a lifetime.

For more information, visit our website at [www.uab.ca/ELS](http://www.uab.ca/ELS), e-mail [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530.

### Testing Services

The English Language School at the University of Alberta administers a number of proficiency assessments and placement tests to international students whose first language is not English. These tests are conducted to give accurate assessments of prospective students' current language proficiency in English. Test results determine the most appropriate level for student placements in the ELS's full-time programs (Foundation English and English for Academic Purposes) and part-time programs, as well as confirm students' proficiency readiness for university admission.

For more information, visit our website at [www.uab.ca/ELS](http://www.uab.ca/ELS), e-mail [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530.

## Continuing and Professional Education Programs

The Faculty of Extension offers a number of non-credit citation, certificate, and diploma programs.

- Aboriginal Community Industry Relations Certificate
- Adults 50+
- Advanced Professional Program in English-medium Instruction (APPEMI)
- Applied Geostatistics
- Applied Land Use Planning
- Business Analysis
- Community Engagement Citation
- Construction Administration

- Environmental Resource Management
- Global Leadership
- Human Resources Management
- Indigenous Community Engagement Citation
- Information Access and Protection of Privacy Information Technology Management
- Languages
- Leadership
- Management Development
- National Advanced Certificate in Local Authority Administration
- Occupational Health and Safety
- Residential Interiors
- Social Media Communications
- Social Media Strategic Marketing
- Supervisory Development
- Visual Arts
- Writing and Editing

## Aboriginal Community Industry Relations Certificate

ACIR is designed as a catalyst for community engagement between Aboriginal people, industry, and government in relation to issues of social and economic development as well as the environment. Lessons build upon Indigenous culture and worldviews as they pertain to legal processes, community development, and the environment. Participants will leave with knowledge, skills and attitudes that foster better relationships between government, industry and nations. For more information visit <http://www.extension.ualberta.ca/study/community-engagement-studies/acir/>, e-mail, [arep@ualberta.ca](mailto:arep@ualberta.ca), or phone: (780) 492-7237.

## Adults 50+

The Spring Term for Adults 50+ is offered in partnership between the Edmonton Lifelong Learners Association (ELLA) and the Faculty of Extension. The program is offered annually during the first three weeks of May on the University of Alberta campus. Participants choose up to four classes daily from more than 30 general interest courses in areas such as anthropology, history, philosophy, drawing and painting, psychology, music, literature and political science. To register, participants must be members in good standing of ELLA. For more information, visit [www.extension.ualberta.ca/ella](http://www.extension.ualberta.ca/ella), or e-mail [exella@ualberta.ca](mailto:exella@ualberta.ca), or phone (780) 492-5055.

## Advanced Professional Program in English-medium Instruction (APPEMI)

The Advanced Professional Program in English-medium Instruction (APPEMI) is designed for higher education instructors whose native language is not English, but who use English to teach courses in their discipline. Instructors can expect to enhance their pedagogical confidence and skill, as well as their oral and written English, to meet the learning needs of international and domestic students in English-medium contexts. The program consists of seven, 13-hour pedagogical courses, and an optional English-language course, which can vary in length, depending on the participants' language needs. For more information visit <https://www.extension.ualberta.ca/study/teaching-and-learning/appemi/>, e-mail: [appemi.info@ualberta.ca](mailto:appemi.info@ualberta.ca), or phone (780) 492-8538.

## Applied Geostatistics

The Citation Program in Applied Geostatistics (CPAG) assists mining, petroleum engineers and geoscientists better pinpoint the resource bodies they seek. CPAG is comprised of one course and is ideally suited to those from industry who seek a more in depth understanding of modern geostatistical tools. For more information, visit [www.extension.ualberta.ca/cpag](http://www.extension.ualberta.ca/cpag), e-mail: [cpag@ualberta.ca](mailto:cpag@ualberta.ca), or phone (780) 492-5532.

## Applied Land Use Planning

The Certificate in Applied Land Use Planning is designed for practicing professionals involved in municipal planning development and bylaw enforcement. The applied and academically-based curriculum provides solid theoretical grounding while ensuring that practitioners can apply theory to practice. Land use planning is based on a multidisciplinary body of knowledge including: planning, geography, landscape architecture, environmental science, and use of Geographic Information Systems. The certificate is comprised of 8-10 courses. A combination of face-to-face and online instruction is used in delivering the program. For more information, visit [www.extension.ualberta.ca/](http://www.extension.ualberta.ca/)

[study/applied-sciences/alup](http://study/applied-sciences/alup), e-mail [alup@ualberta.ca](mailto:alup@ualberta.ca), or phone (780) 492-6914 or (780) 492-5532.

## Business Analysis

The Professional Citation in Business Analysis focuses on the entire life cycle of a project from initiation and diagnosis through to successful implementation of the solution. It is comprised of six courses. The citation is relevant to business managers, project managers, and systems analysts and those positioned between the business and technology sectors. For more information, visit, [www.extension.ualberta.ca/study/business-and-leadership/ba/](http://www.extension.ualberta.ca/study/business-and-leadership/ba/), or phone (780) 492-5066.

## Community Engagement Citation

The Citation in Community Engagement provides participants with an overview of the engagement process and essential skills for working with diverse communities. The program is comprised of one 39-hour core course and 70 course hours in electives. Participants will pursue their specific interests through a range of electives available in this and other programs within the Faculty of Extension. For more information visit [www.extension.ualberta.ca/study/community-engagement-studies/](http://www.extension.ualberta.ca/study/community-engagement-studies/) or e-mail [ces@ualberta.ca](mailto:ces@ualberta.ca) or phone (780) 492-7237.

## Construction Administration

The Certificate in Construction Administration assist entry-level personnel develop the competencies to effectively administer construction projects in a wide range of sectors. This certificate builds understanding of the planning, technical, financial, and legal aspects of the construction business. It is comprised of 7-11 courses. The certificate is accredited by the Canadian Construction Association for Gold Seal Accreditation. For more information, visit [www.extension.ualberta.ca/cst](http://www.extension.ualberta.ca/cst), e-mail: [cst@ualberta.ca](mailto:cst@ualberta.ca), or phone (780) 492-5532.

## Environmental Resource Management

The Certificate in Environmental Resource Management prepares professionals at various career levels to meet the challenges of the rapidly growing and changing environmental sector. Knowledge and understanding of environmental issues is becoming increasingly important in business decision-making. The Certificate in Environmental Resources Management is comprised of 13-14 courses. For more information, visit [www.extension.ualberta.ca/erm](http://www.extension.ualberta.ca/erm), e-mail: [erm@ualberta.ca](mailto:erm@ualberta.ca), or phone (780) 492-5532.

## Global Leadership

The Advanced Citation in Global Leadership is for individuals interested in working within a global context. This advanced citation is comprised of three fully online courses which covers communication across cultures, complex intercultural situations, cultural perspectives and what influences individual values, beliefs and actions and leadership practices within different international organizations. For more information, visit, [www.extension.ualberta.ca/study/business-and-leadership/glead/](http://www.extension.ualberta.ca/study/business-and-leadership/glead/), or phone (780) 492-4315.

## Human Resources Management

The Certificate in Human Resources Management is for anyone working in human resources, as well as for individuals working in, or aspiring to fill, a supervisory role. This certificate is comprised of eight courses that cover such topics as: managing organizational change, interpersonal communication, maintaining healthy labour relations, organizational behaviour, and interviewing techniques. Participants review current challenges and issues to gain greater understanding and effective strategic thinking applied to the day-to-day operation of the human resources role. For more information, visit <https://www.extension.ualberta.ca/study/management/hrm/>, or phone (780) 492-3027.

## Indigenous Community Engagement Citation

The Citation in Indigenous Community Engagement is designed to provide learners with skills and knowledge that foster better relationships between Canada's Indigenous and non-Indigenous people. A land-based course taught by Indigenous scholars and Elders, learners will leave with a better understanding of Indigenous worldviews and the way in which differing worldviews may impact relationship building and engagement. For more information visit [www.extension.ualberta.ca/study/community-engagement-studies/ice/](http://www.extension.ualberta.ca/study/community-engagement-studies/ice/), e-mail, [arep@ualberta.ca](mailto:arep@ualberta.ca), or phone: (780) 492-7237.

## Information Access and Protection of Privacy

The Certificate in Information Access and Protection of Privacy provides an overview of access and privacy legislation and the application of access and privacy principles. It is comprised of five courses. The program is relevant to both the public and private sectors and is offered entirely via online delivery. For more information, visit [www.extension.ualberta.ca/study/business-and-leadership/iapp](http://www.extension.ualberta.ca/study/business-and-leadership/iapp), or phone (780) 492-5052 or (780) 492-2862.

## Information Technology Management

The Certificate in Information Technology Management was designed in consultation with information technology practitioners, business managers, and industry experts. The certificate is comprised of eight courses in areas such as: strategic planning, business management, business communication, evolving technologies, and managing change in an organization. This program assists participants with developing the necessary skills to effectively integrate information technology into the business environment. For more information, visit [www.extension.ualberta.ca/study/business-and-leadership/itm/](http://www.extension.ualberta.ca/study/business-and-leadership/itm/), or phone (780) 492-3027.

## Languages

A range of general interest courses are offered such as Chinese, German, French, Italian, Japanese, and a Spanish Language Certificate. The focus is on the development of language proficiency through the four language skills: speaking, listening, reading and writing with a greater emphasis on oral communication. The cultural, historic and social aspects of the various languages provide learning contexts. For more information, visit [www.extension.ualberta.ca/study/arts/languages](http://www.extension.ualberta.ca/study/arts/languages), e-mail [applarts@ualberta.ca](mailto:applarts@ualberta.ca), or phone (780) 492-3034.

## Leadership

The Advanced Certificate in Leadership is designed to provide emerging leaders with the opportunity to learn, experience, develop and practice leadership skills. This advanced certificate is comprised of six courses which cover topics such as leadership styles and theories, negotiation, relationship management, change leadership, persuasive communication, generating buy-in, goal setting, and problem solving. For further information, visit [www.extension.ualberta.ca/study/business-and-leadership/acl/](http://www.extension.ualberta.ca/study/business-and-leadership/acl/), or phone (780) 492-3027.

## Management Development

The Certificate in Management Development is designed to equip participants with practical managerial skills and knowledge. The certificate is comprised of eight courses. Opportunities are available for those who wish to specialize in the Certificate in Management Development for Professional Engineers, Geologists and Geophysicists or the Certificate in Management Development for Police Services programs. Additionally, some courses are eligible for exemption towards various professional designations. For more information, visit [www.extension.ualberta.ca/study/business-and-leadership/md/](http://www.extension.ualberta.ca/study/business-and-leadership/md/), or phone (780) 492-3027.

## National Advanced Certificate in Local Authority Administration

### (NACLAA) Level I and NACLAA Level II

The National Advanced Certificate in Local Authority Administration (NACLAA) Level I and II are long running, award winning programs that focus on the fundamental theories relating to the ideas, structure, and processes that define local government administration. Courses are offered in online and face-to-face format and are open to students across the country. The NACLAA Level I students are required to complete either eight online courses or five online courses and 117 elective hours. Level II credential requires students to complete four online courses. In essence, the NACLAA Level I and II programs can be completed entirely online but those Level I students that want to have an in class experience can choose to take up to four face-to-face elective courses.

Completion of both the NACLAA Level I and Level II, fulfills the educational requirements for the provincial professional designation of Certified Local Government Manager, which is conferred by the Society of Local Government Managers of Alberta. For more information, visit [www.extension.ualberta.ca/](http://www.extension.ualberta.ca/)

[study/business-and-leadership/naclaa/](http://www.extension.ualberta.ca/study/business-and-leadership/naclaa/), or phone (780) 492-4315 or (780) 492-2870.

## Occupational Health and Safety

The Certificate in Occupational Health and Safety helps practitioners from many different backgrounds develop the competencies needed to effectively develop, implement, and evaluate health and safety programs and systems in a wide variety of occupational settings. The certificate is comprised of 10-12 courses which can be taken in a variety of formats including: online, face to face, and blended. The Certificate in Occupational Health and Safety helps prepare candidates for registration as a Canadian Registered Safety Professional with the Board of Canadian Registered Safety Professionals (BCRSP), and assists Registered Occupational Hygienists maintain registration with the Canadian Registration Board of Occupational Hygienists (CRBOH) and the American Board of Industrial Hygiene (ABIH). For more information, visit [www.extension.ualberta.ca/study/sciences/ohs](http://www.extension.ualberta.ca/study/sciences/ohs), e-mail: [ohs@ualberta.ca](mailto:ohs@ualberta.ca), or phone (780) 492-3037 or 1-800-808-4784.

## Residential Interiors

The Certificate in Residential Interiors is comprised of nine courses and provides a comprehensive study of the application of the art and design of interior decorating and the use of principles from related areas of fine arts, architecture, and business. For more information, visit [www.extension.ualberta.ca/study/arts/ri2/](http://www.extension.ualberta.ca/study/arts/ri2/), e-mail [applarts@ualberta.ca](mailto:applarts@ualberta.ca) or phone (780) 492-3034 or (780) 492-2408.

## Social Media Communications

The Citation in Social Media Communications explores how to effectively communicate in the social media age by focusing on social media tools, best practices for social media technologies, skills development in content, editing and layout. The program consists of six courses. For more information, visit [www.extension.ualberta.ca/study/communications/sm-comm2/](http://www.extension.ualberta.ca/study/communications/sm-comm2/), e-mail [applarts@ualberta.ca](mailto:applarts@ualberta.ca), or phone (780) 492-1185.

## Social Media Strategic Marketing

The Citation in Social Media Strategic Marketing focuses on the skills needed to create an effective, strategic social media plan that will enhance the organization's brand, reputation and customer relationships. The program consists of six courses. The citation is relevant to marketing and communication professionals, human resource practitioners and small to large business enterprises. For more information, visit [www.extension.ualberta.ca/study/communications/sm-strat2/](http://www.extension.ualberta.ca/study/communications/sm-strat2/), or phone (780) 492-1185.

## Supervisory Development

The Citation in Supervisory Development provides existing, prospective, and new supervisors with the essential theory and applied skills required to be effective leaders within their organizations. The citation is comprised of seven courses. For more information, visit [www.extension.ualberta.ca/study/business-and-leadership/sd/](http://www.extension.ualberta.ca/study/business-and-leadership/sd/), or phone (780) 492-5066.

## Visual Arts

The Certificate in Visual Arts is an entry-level program that provides instruction in the techniques and skills of drawing, painting and design. Artists provide critiques and help in building a portfolio reflective of the learner's artistic vision and mastery. Visual Arts courses can also be taken for general interest. For more information, visit [www.extension.ualberta.ca/visualarts](http://www.extension.ualberta.ca/visualarts), e-mail [applarts@ualberta.ca](mailto:applarts@ualberta.ca), or phone (780) 492-3034.

## Writing and Editing

The Writing and Editing program offers general interest courses and workshops dealing with the basics of writing, creative writing (fiction and non-fiction), poetry, writing for digital media, technical and professional writing, editing and publishing. These areas are of interest to those who have chosen writing as a career, write primarily for personal expression and satisfaction, or would like to improve their writing for business or academic purposes. For more information, visit [www.extension.ualberta.ca/study/arts/writing](http://www.extension.ualberta.ca/study/arts/writing), e-mail [applarts@ualberta.ca](mailto:applarts@ualberta.ca), or phone (780) 492-1185.

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# Undergraduate Credit Courses

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## English for Academic Purposes (EAP)

The University of Alberta Bridging Program provides students the opportunity to combine university degree courses with English for Academic Purposes (EAP) classes, allowing qualified applicants to improve their English language proficiency. The credit courses offered by the English Language School are core components of the Bridging Program. EAP 135, EAP 140 and EAP 145 are designed to prepare international students who speak a language other than English for the language demands in undergraduate work at the University of Alberta.

For more information, visit our website at <https://uofa.ualberta.ca/faculties-and-programs/english-language-school>, e-mail, [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530. For course listings, see Course Listings under English for Academic Purposes (EAP).

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## English Language School Programs

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The English Language School offers

1. Credit English for Academic Purposes (EAP) courses, covering several levels.
2. Noncredit ESL courses in Intensive Day Program (IDP), covering a wide range of levels.
3. Part-time English language courses delivered to groups of continuing education, undergraduate and graduate students, scholars and members of the community. These courses are designed to provide targeted language support in areas such as writing, pronunciation and speaking skills.
4. Short-term, customized programs of study, delivered year-round to groups of students, scholars and professionals who are nonnative speakers of English, often in cooperation with other Faculties and Departments on campus. These programs are designed to improve not only English language skills, but often other related academic or professional competencies

The English Language School is a key partner in the University of Alberta Bridging Program. This program provides students with the opportunity to combine university degree courses with English for Academic Purposes (EAP) classes, allowing qualified applicants to improve their English Language Proficiency. As part of the Bridging Program, the English Language Program also delivers support courses such as Bridging Program 101 and Introduction to Literature.

The English Language School is an official testing centre for TOEFL® iBT™ (Test of English as a Foreign Language - Internet-based test). For more information, visit our website at <https://uofa.ualberta.ca/faculties-and-programs/english-language-school>, e-mail [elsinfo@ualberta.ca](mailto:elsinfo@ualberta.ca) or phone (780) 492-5530. For course listings, see Course Listings under English for Academic Purposes (EAP).

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## Details of Courses

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Faculty of Extension Graduate and Undergraduate credit and non-credit course listings are available at [www.extension.ualberta.ca](http://www.extension.ualberta.ca).

### Course Listings

Faculty of Extension credit courses can be found in Course Listings under:

- Communication and Technology (COMM)
- English for Academic Purposes (EAP)
- Extension (EXT)
- Interdisciplinary Studies (INT D)