

# Win Projects with Better Proposals

The Graduate Certificate in Construction Management Program is offering a one-credit course in project proposals—the fundamentals of successful written proposals and presentations.

The course is intended for working professionals who would like to improve their marketing skills. Students will learn techniques for generating proposals for Qualifications Based Selection for design and construction services on engineering and construction projects. The course meets six times, 3:00 to 5:15, Thursdays and Mondays, 17 Feb to 10 March.

The instructors are **Vicky Sterling** of *Sterling Touch, Anchorage*, and **Dr. Bob Perkins, PE**, of *UAF*.

Course topics will include:

- Professional and ethical marketing
- Organizing the proposal team
- Understanding the customer's requirements
- Proposal writing

The teaching method will include practice writing and oral presentations. The six class meetings are in Anchorage, UA Bragaw Office Building, Room 208D; in Fairbanks, TVC 510 2<sup>nd</sup> Ave, Room 303; and Juneau, the Egan Building at UAS, Room 116. The cost of the course is \$788.



Who would benefit from these courses:

- ⇒ Architects
- ⇒ Engineers
- ⇒ Construction Project Managers

Please register online through the Center for Distance Education. Classroom space may be limited.

<https://distance.uaf.edu/cm-registration.php>

Or call: (907) 479-3444

Why not enroll today and start applying your time and money spent on continuing education requirements toward a Graduate Level Degree?

The Graduate Certificate in Construction Management Program offers multiple 1 credit short courses during the Spring and Fall semesters. Classes are held concurrently in Anchorage, Fairbanks and Juneau via UA Video Conferencing Services. Visit [www.graduate-certificate.com](http://www.graduate-certificate.com) for more information on the courses and the Certificate Program.

If you have course or program questions please contact Keith Whitaker at (907) 747-7497, [kwhitaker@alaska.edu](mailto:kwhitaker@alaska.edu).



[www.graduate-certificate.com](http://www.graduate-certificate.com)