



Business, Management & Legal

Marketing Certificate

Build your future with the latest marketing theory and practice.



Take your place in the dynamic, diverse marketing arena.

UCLA Extension's 36-unit Marketing Certificate offers a wide array of marketing and advertising courses for individuals seeking a marketing career and business professionals who want to update their skills and stay competitive with emerging trends. Required courses build a strong foundation in core subjects and promote analytical, critical, and creative thinking. Elective courses cover specialized areas and develop skills to meet the challenges of this constantly evolving field.

Certificate Overview

- 7 core courses (24 units)
- 3 elective courses (12 units)

To receive credit, certificate students must complete courses with a letter grade of **"C" or better**.

Candidates who complete this certificate are awarded the Gold Seal Certificate of the University of California signed by the Dean of UCLA Extension.

Program Benefits

- Specialization options, including the new Social Media and Web Analytics Concentration.
- Experienced instructors who are real-world marketing professionals.
- Advisory services to help certificate students select courses based on their needs and schedules.
- Choice of live, classroom courses or instructor-led online classes.
- Career development through internship program, networking events, and professional association affiliations.

Certificate Curriculum

Courses are 4 units unless otherwise specified.

Core Courses

| | |
|----------|---|
| X 160 | Marketing Principles and Practices |
| X 460 | Ethics in Marketing and Advertising (2 units) |
| X 460.41 | The Power of Brand: Brand Management |
| X 460.52 | Integrated Marketing Communications |
| X 461A | Writing for Marketing and Advertising (2 units) |
| X 466 | Consumer Market Research |
| X 460.35 | Strategic Marketing |

Electives (12 units required)

| | |
|------------|--|
| X 163 | Advertising Principles and Practices |
| X 460.16 | Principles of Professional Selling |
| X 460.3 | Consumer Behavior |
| X 460.394 | New Media Marketing+ |
| X 460.398A | Social Media Marketing+ |
| X 460.43 | Extreme Marketing |
| X 460.483 | Global Marketing and Strategy |
| X 460.484 | Internship in Marketing and Advertising |
| X 460.494 | New Business Development and Pitching the Perfect Presentation |

Electives (cont'd)

| | |
|----------|---|
| X 460.86 | Customer Relationship Management |
| X 463.01 | Advertising in the Digital Age+ |
| X 463.13 | Media Sales in a Cross-Platform World |
| X 463.4 | Media Planning and Analysis |
| X 470.10 | Web Analytics+ |
| X 476.99 | Marketing Entertainment: Strategies for the Global Marketplace+ |
| X 480.5 | Green Marketing Strategies |
| X 414.5 | Entertainment Public Relations (2 units) |
| X 478.5 | Crisis Management and Communications (2 units)+ |
| X 490.8 | Cross-Cultural Communication and Management in a Global Workforce |

+ Elective course in Social Media and Web Analytics Concentration.

For more information visit uclaextension.edu/marketing.

Sample Certificate Schedule

Marketing Certificate (no concentration)

| 1st Quarter | 2nd Quarter | 3rd Quarter |
|---------------------------------------|-------------------------------------|-------------------------------|
| Marketing Principles and Practices | Consumer Market Research | Strategic Marketing |
| Writing for Marketing and Advertising | Integrated Marketing Communications | Global Marketing and Strategy |
| Ethics for Marketing and Advertising | Social Media Marketing | Consumer Behavior |
| The Power of Brand: Brand Management | | |
| 12 Units | 12 Units | 12 Units |

Courses and schedules change quarterly. For the latest information, check the current UCLA Extension catalog or visit uclaextension.edu/marketing.

Program Cost

Students pay the individual fee for each course as they progress through the certificate. The total course and textbook fees will vary according to which courses and program format are chosen. Following is the range of costs.

- Course Fees: \$4,160-\$5,630
- Certificate Candidacy Fee: \$150 (nonrefundable)
- Textbooks: \$900-\$1,100

Plus international student fees*, living expenses, transportation, and parking costs.

*International students must submit an application to the International Student Office at UCLA Extension. For more information about international student requirements visit uclaextension.edu/iso.



“ The knowledge and expertise of the Marketing Certificate instructors helped me develop strategies to make my business succeed. By taking classes from real-life practitioners, I was able to create better solutions. The information was timely, relevant, and above all, applicable. ”

Tien-Lin Yuan

“ This was a great experience! I had the opportunity to network with interesting people and face valuable challenges—especially with the team projects. The instructors are highly professional. ”

Alessia Grandinetti

“ As an architect, this certificate helped me move to the business side of my profession. Extension courses are very hands-on, informative, and provide knowledge you can apply directly at work. I have recommended UCLA Extension to several colleagues. ”

Kavita Gupta

Marketing Internship

The internship provides practical experience in a variety of advertising and marketing jobs with private or public sector organizations. Students intern with Los Angeles area marketing or advertising companies for a minimum of 75 hours. Companies are under no obligation to provide compensation to interns.

Get Started Now!

Visit uclaextension.edu/bmlp or contact us for more information:

UCLA Extension
Business, Management & Legal
10995 Le Conte Ave., Suite 515
Los Angeles, CA 90024-1333

Telephone: (310) 206-1654

Email: bamcertificate@uclaextension.edu

International Student Office

To learn about immigration regulations, academic requirements, orientation programs, practical training, health insurance, and housing resources, contact:

UCLA Extension
International Student Office
10995 Le Conte Ave., Suite 113
Los Angeles, CA 90024-1333

Telephone: (310) 825-9351

Fax: (310) 267-2088

Email: iso@uclaextension.edu

Website: uclaextension.edu/iso

UCLA Extension 10995 Le Conte Avenue, Suite 515, Los Angeles, CA 90024-1333