

Certificate in Marketing

The **CERTIFICATE IN MARKETING** is designed to prepare students with the skills necessary for success in the dynamic and competitive field of marketing. Seven required courses build strong foundation skills in core subject areas and develop analytical, critical, and creative thinking. Four tracks—marketing management, sales and marketing account management, marketing communications, or create your own—guide

students into functional areas of marketing, allowing them to develop skills necessary to take on the many challenges present in this constantly evolving field.

This program is intended for individuals seeking a marketing career as well as business professionals who want to update their skills and keep abreast of emerging trends.

REQUIRED CORE COURSES (24 UNITS)

X 160 Marketing Principles and Practices (4 units)

X 460.41 The Power of Brand: Brand Management (4 units)

X 460.52 Integrated Marketing Communications (4 units)

X 466 Consumer Market Research (4 units)

X 460 Ethics in Marketing and Advertising (2 units)

X 461 Writing for Marketing and Advertising (2 units)

CAPSTONE COURSE

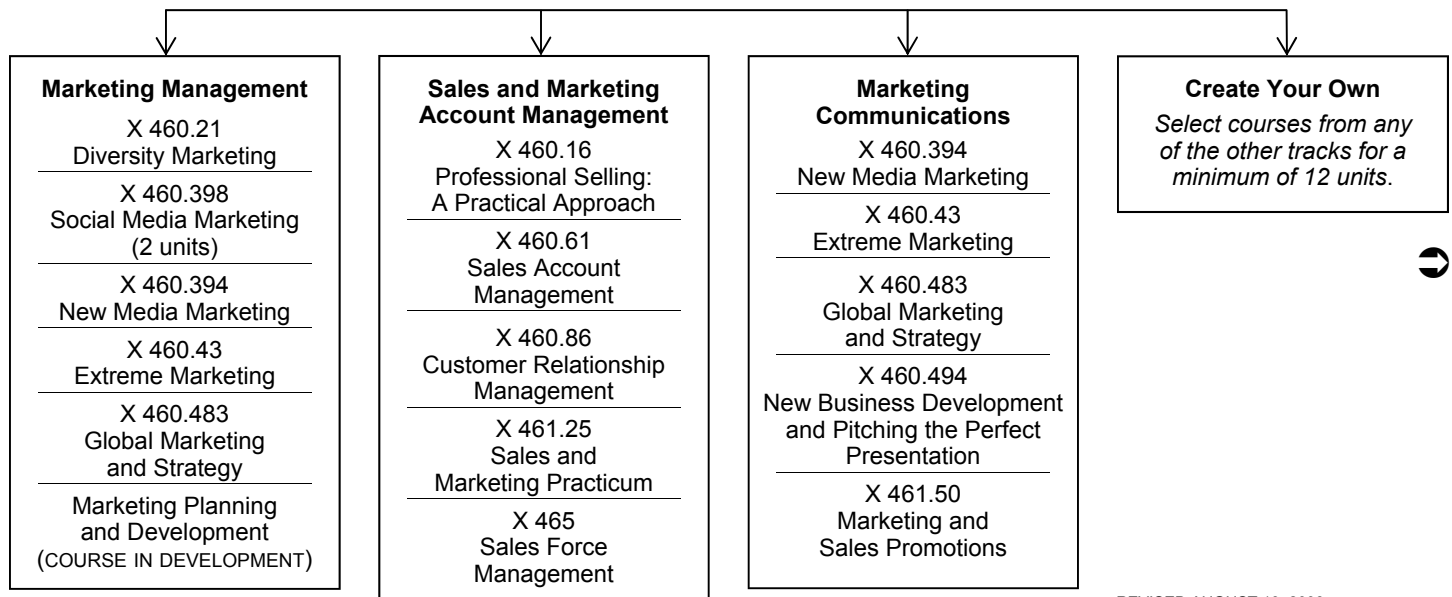
X 460.35 Strategic Marketing (4 units)

Prerequisite: Satisfactory completion of the above courses and at least one elective, or two years of professional experience.

ELECTIVE TRACKS (MINIMUM OF 12 UNITS)

Select courses from a track—or a combination of tracks—for a minimum of 12 units.

Note: Tracks are designed as a guide to assist you in identifying areas of interest and focus; tracks *do not* represent concentrations in the Certificate in Marketing.



INTERNSHIP

Internship in Marketing and Advertising (X 460.484) provides internship opportunities (when available) for students who have officially enrolled in this certificate program and have completed a minimum of five courses in the program.

PROGRAM REQUIREMENTS

All courses to be applied toward this certificate program must be taken for a letter grade; a grade of “C” or better is required. Students receiving a grade of “C-” or lower must either repeat the course or confer with a certificate programs advisor to find a suitable substitute.

COST OF THE PROGRAM

The following are approximations and are subject to change without notice. Course fees do not include living expenses.

- **International student Fee**.....\$1,300
- **Course Fees**.....\$ 4,350
- **Textbooks**.....\$1,000
- APPROXIMATE TOTAL**.....\$6,650

COURSE SCHEDULING

To determine if a course(s) is being offered, see the quarterly schedule of courses in the UCLA Extension catalog or visit our website: uclaextension.edu.

DEGREE TRANSFERABILITY

UCLA Extension courses number X 100-199 and XL 100-199 are degree credit courses. To determine if a course transfers to another school, contact the institution which you plan to transfer.

FURTHER INFORMATION

Contact UCLA Extension, Department of Business, Management, and Legal Programs, 10995 Le Conte Avenue, Suite 515, Los Angeles, CA 90024-1333; Telephone: (310) 206-1654; Fax: (310) 206-7249.

ORGANIZATIONS: LICENSING, PROFESSIONAL ASSOCIATIONS, OR INDUSTRY GROUPS

American Marketing Association (AMA)—National Office

311 South Wacker Drive, Suite 5800
Chicago, IL 60606
Telephone: (800) AMA-1150 or (312) 542-9000
Fax: (312) 542-9001
Website: ama.org

American Marketing Association (AMA)—Southern California Chapter

Telephone: (800) 649-8262
Fax: (949) 830-9515
Email: SoCalAMA@att.net

e-Marketing Association (e-MA)

243 Post Road, Suite 129
Westerly, RI 02891
Telephone: (401) 315-2194
Fax: (408) 884-2461
Email: membership@emarketingassociation.com
Website: emarketingassociation.com

Market Research Association (MRA)

1344 Silas Deane Highway, Suite 306
Rocky Hill, CT 06067-1342
Telephone: (860) 257-4008
Fax: (860) 257-3990;
Email: email@mra-net.org
Website of the Southern California Chapter: socalmra.org

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