

Certificate in Advertising

Advertising continues to play a pivotal role in a company's bottom-line performance. This certificate program provides students with the tools to better relate advertising to society, business, and marketing strategy. Quantitative and communication skills are integrated into this comprehensive program.

In addition to the required core courses, students must complete three elective courses. Although the electives are listed under tracks, courses may be selected from any or all categories. Tracks identify areas of interest and focus; they *do not* represent concentrations in the Certificate in Advertising.

REQUIRED CORE COURSES (24 UNITS)

- X 160 Marketing Principles and Practices (4 units)

- X 163 Advertising Principles and Practices (4 units)

- X 460 Ethics in Marketing and Advertising (2 units)

- X 461 Writing for Marketing and Advertising (2 units)

- X 463.4 Media Planning and Analysis (4 units)

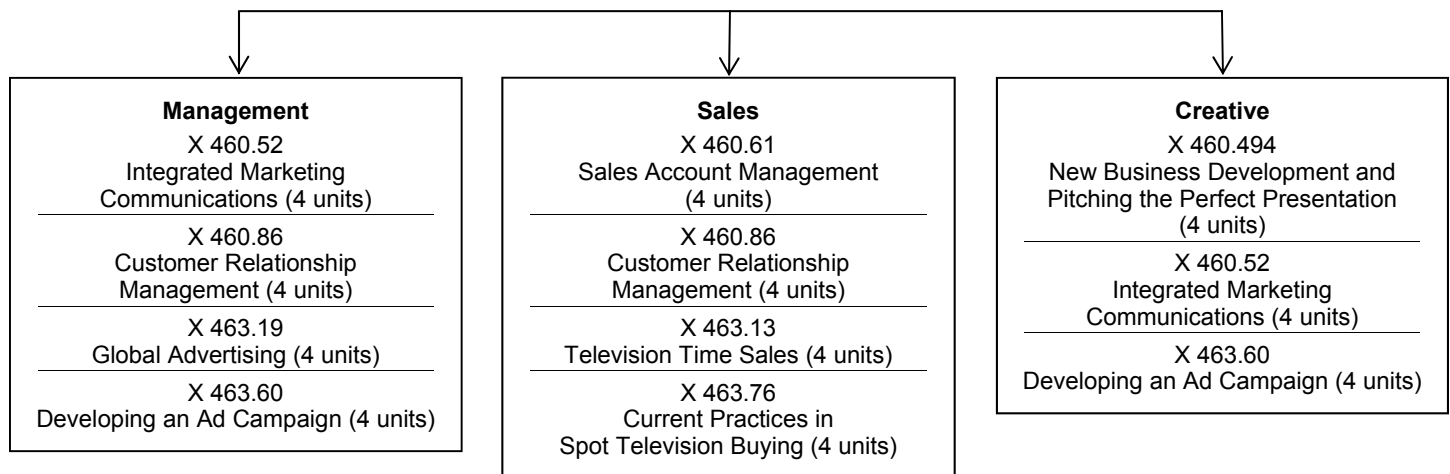
- X 463.01 Advertising in the Digital Age (4 units)

- X 466 Consumer Market Research (4 units)

ELECTIVE TRACKS (MINIMUM OF 12 UNITS)

Select three courses from **any** of the three tracks.

(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 Advertising.



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 Advertising Federation (AAF)

Telephone: (800) 978-9278
Website: aaf.org

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: socialmra.org

In accordance with applicable Federal laws and University policy, the University of California does not discriminate in any of its policies, procedures, or practices on the basis of race, color, national origin, sex, sexual orientation, age, or disability. Inquiries regarding the University's equal opportunity policies may be directed to Office of Registrar, UCLA Extension, Suite 214, 10995 Le Conte Ave., Westwood; Voice/TDD: (310) 825-8845. For information on services for students with disabilities, or questions about accessibility, please call (310) 825-7851 (voice or TTY). Wheelchair accessible.