

# EDUCTIVE - UCLA Extension

## CF 104 GBS STUDIES WITH CONCENTRATION IN ADVERTISING

General Business Studies Certificate with Concentration in Advertising is a 36-unit program offered by the Department of Business, Management, and Legal Programs and is intended for individuals whose unique personal interest or profession requires them to take a series of courses in management with a focus on advertising.

### Requirements:

Students must complete 36 units of coursework within the academic disciplines of Management or Communications. All courses must be numbered X 1-199 or X 400-499 and (for this concentration) at least 16 of the required units must be from the field of advertising. In addition, students must successfully complete one of the designated ethics courses at any time during the program. Please note that courses taken at other universities are not transferable to this program.

### Courses

Ethics (1 course from the following list)	Units
<b>MGMNT X 423.422 Ethics in Accounting</b> (Completion or near completion of Group A Accounting Core Courses is recommended.)  The business scandals of recent years have highlighted the importance of ethical behavior in the accounting profession. This course covers the elements necessary to make proper ethical decisions by first defining what ethics are and then identifying the questions that need to be asked in everyday business practices. Key ethical standards specific to the accounting profession are explored, highlighting the unique role of the accountant both as "trusted advisor" to his/her client and the (often conflicting) role of "reporter" of financial information to the marketplace and governmental agencies. The course begins with a study of the earliest models of business ethics through today's professional requirements of the AICPA Code of Professional Conduct, the State Board of Accountancy, and other regulatory agencies. Instruction includes writing assignments, classroom lecture, and presentations based on assigned readings. Students leave the course with a better overall understanding of the challenges of ethical business practices	4.00
<b>MGMNT X 460 Ethics in Marketing and Advertising</b> This course introduces the student to the role of ethics in marketing in the U.S. and global economy. Students examine concepts, behaviors, practices, and challenges relevant to the process of planning and implementing the marketing practice and creating value via ethical processes, systems, and strategies. Topics include ethical promotion and pricing strategies, marketing research, and marketing implementation.	2.00
<b>MGMNT 833.379 Ethics in Personal Financial Planning</b> 6.75 hours of MCLE credit available. Includes course materials. This seminar begins with exploring elements of ethical decision making and conduct from a more general perspective by examining the key definitions, issues, and theories of business ethics. From there it moves on to ethical	-

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decision making and conduct specific to the financial planning profession, including a review of the Investment Advisors Act of 1940, Dodd-Frank Regulations and SEC and FINRA rules and disciplinary history. The balance of course time is spent reviewing the CFP Code of Ethics, Practice Standards, Disciplinary Processes and Procedures, Sanctions and other Disciplinary outcomes and, the Fitness Standards. The unique role of the financial planner as a trusted advisor with the responsibility and requirement of working with clients "with utmost good faith and in a manner reasonably believed to be in the best interest of the client" is emphasized throughout.

## **MGMNT 859.50 Ethics for Human Resources Professionals**

Today's HR professionals function as a key source of ethical awareness for managers and employees in the companies they serve. This course heightens awareness of when integrity and an understanding of ethical issues are required, not only when advising others, but also when addressing the issues they themselves face. Instruction enables participants to recognize the parts of their job in which ethical issues are most likely to be experienced; employ practical techniques to develop solutions, evaluate their impacts, and decide on a course of action; understand the impacts of cultural and organizational pressures to conform; identify when to escalate issues and to whom; know the early warning signals of conflict between personal and work values; and assess how to maintain personal integrity. Business experience and case studies create a basis for discussion. Participants develop a toolkit with practical information and techniques to use in their work places.

## **MGMNT 891.02 Business Ethics**

We face an increasing number of ethical issues in the business world and in our personal lives. The business scandals of recent years have highlighted the importance of ethical behavior in the business environment. For CEOs and all business professionals, a solid ethical foundation must be the basis from which one builds a business career. This seminar covers the elements necessary to make ethical decisions by defining the key definitions, issues, and theories of business ethics. Through class discussions and case studies, students explore the theoretical foundations of business ethics and learn how to develop an ability to recognize and address ethical questions. Practical applications of business ethics--including a review of ethical responsibilities and relationships between organizational departments, management, and the public--are also discussed. You leave the seminar with a better understanding of the challenges of ethical business practices.

## **Electives**

Candidates must complete 36 units of coursework within the academic disciplines of Management or Communications. All courses must be numbered X 1-199 or X 400-499 and (for this concentration) at least 16 of the required units must be from the field of advertising. In addition, students must successfully complete one of the designated ethics courses at any time during the program.

## **MGMNT X 163 Advertising Principles and Practices**

This course takes a look at media advertising elements, including digital, mobile, and social networks while reinforcing the importance of traditional components--television, magazine, online, and outdoor advertising--with everyday applications. Discussion on advertising initiatives features current campaigns, agency relationship, and media organizations.

## **MGMNT X 460.16 Principles of Professional Selling**

This course emphasizes role-playing, sales presentation scripting techniques, public speaking, and professionalism in sales, as well as developing a polished sales approach for wholesale, specialty, and service selling.

## **MGMNT X 460.21 Multicultural Marketing**

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This course offers an overview of multi-cultural marketing, introducing the dynamics of a diverse market environment, while identifying target audiences and how best to reach that audience. Participants are encouraged to reflect on current biases in today's companies and evaluate diverse marketing approaches while learning the necessary skills involved in identifying the unique characteristics of diverse market groups and their impact on the bottom line.

## **MGMNT X 460.394 New Media Marketing**

The Internet, the digital revolution, and the move toward an information-based economy are dramatically changing business and the way products are marketed and sold. This course is for both veteran marketers who want to understand the new tools available through the Internet, and those who are comfortable with Internet applications and the digital world but want to learn the marketing fundamentals as they apply to the Internet.

## **MGMNT X 460.398A Social Media Marketing**

This course looks at the new channels of marketing, advertising, and communication that make up social media and the Web, exploring how these tools fit into a company's traditional integrated marketing strategy.

## **MGMNT X 460.43 Extreme Marketing**

In the footsteps of what has been known as guerilla marketing, this course explores the latest trends in viral, grassroots, and buzz marketing and other innovative methods used to create a comprehensive marketing strategy without breaking the bank.

## **MGMNT X 460.483 Global Marketing and Strategy**

This course lays the foundation to gaining competitive advantage in the global marketplace by providing a hands-on understanding of the competitive implications affecting global marketing strategies, as well as covers the factors that govern the decision to enter export marketing and analyzes planning, organizing, and managing an international business marketing strategy.

## **MGMNT X 460.484 Internship in Marketing and Advertising**

The internship provides practical experience in a variety of advertising and marketing job functions with companies or institutions within either the private or public sectors. Projects and assignments include, but are not limited to, marketing plan development, strategic marketing, branding, marketing research, advertising strategy, and media buying and analysis. Students intern with marketing or advertising companies within the Los Angeles area for a minimum of 50 hours.

## **MGMNT X 460.494 New Business Development and Pitching the Perfect Presentation**

The course teaches you how to develop the perfect business pitch for selling products and services to prospects or pitching a new venture to potential investors. Instruction covers the latest techniques for making powerful "elevator pitches," formal presentations, and cold-calls.

## **MGMNT X 460.86 Customer Relationship Management**

This course provides students with a working knowledge of the principles and best practices for managing customer relationships that result in unsolicited testimonials and relationship annuities. Students learn how to quantify customer orientation and to develop relationship driven customer management systems based on the judicious use of resources borne from a decisive strategic plan.

## **MGMNT X 463.01 Advertising in the Digital Age**

Learn how to plan, create, track, and optimize all types of consumer targeted online advertising campaigns, with focus on developing innovative and effective online advertising. Topics include media planning and buying in the digital environment, ad creative development, search marketing, email marketing, landing page optimization, and digital video advertising.

## **MGMNT X 463.4 Media Planning and Analysis**

This course examines the function and objective of the media, as well as the structure and operation of agency media departments. Topics include fundamentals of media research, evaluation and function of major media forms, media programs in relationship to consumer product usage patterns, costs and weight evaluations, and writing a media plan.

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## **MGMNT X 480.5 Green Marketing Strategies**

Learn how to integrate sustainable strategies into marketing practice that will improve the bottom line. This course analyzes the current market situation and its opportunities, providing practical solutions, case studies, and examples that demonstrate how innovation is the key to sustainability and to consumers' hearts.

### **Group A: Core Courses**

*Courses are four units unless otherwise specified.*

#### **Required**

##### **MGMNT X 160 Marketing Principles and Practices**

This course surveys marketing methods, practices, and institutions from the perspectives of manufacturers, distributors, and consumers. Students examine marketing concepts, functions, operations, and organizations of retail and wholesale enterprises; distribution channels; market research; advertising; marketing costs; pricing; cooperative marketing; marketing legislation and regulations; and trends.

##### **MGMNT X 460 Ethics in Marketing and Advertising**

This course introduces the student to the role of ethics in marketing in the U.S. and global economy. Students examine concepts, behaviors, practices, and challenges relevant to the process of planning and implementing the marketing practice and creating value via ethical processes, systems, and strategies. Topics include ethical promotion and pricing strategies, marketing research, and marketing implementation.

##### **MGMNT X 460.41 The Power of Brand: Brand Management**

Explore, learn, and understand the complexities in the development, sustainability, and leverage of a brand. In this comprehensive course, participants learn how brand identity must be nurtured and managed to positively affect a company's performance and future, as well as understand the power and importance of a brand from its creation through execution. This course presents students with an overview of brand development; brand research; and brand management structures for sales, marketing, advertising, and promotional purposes. In addition, students explore how companies develop financial wealth by extending existing brands and controlling and/or influencing brand pricing and distribution. Additional topics include an overview of brand history, understanding the differences between brand equity and brand identity, and consideration of how brands are won and lost. Students are exposed to marketing executives who have had direct experiences with major consumer and commercial brands

##### **MGMNT X 460.52 Integrated Marketing Communications**

This course focuses on the latest marketing communication practice, known as integrated marketing communications (IMC), featuring an overview of the major media, including broadcast, print, outdoor, point of purchase, direct mail, Internet, telemarketing, public relations, and promotion. The emphasis is on how to analyze the marketplace and create an IMC program that orchestrates as many brand "touchpoints" as possible to ensure that consistent messages are being sent and that stakeholders are being heard, resulting in a stronger brand and increased sales

##### **MGMNT X 461A Writing for Marketing and Advertising**

Writing for marketing and advertising is all about crafting a message. This course aims to build the essential skills to write clear, concise, and compelling messages for all media. Over 6 weeks, you study and practice writing proposals, direct mail pieces, brochure copy, sales letters, business plans, and create materials for digital delivery via the web. Highly interactive and participatory, the course features weekly assignments that stretch your creativity and provide practice in headline writing, as well as refine presentation skills in marketing communication. You present your work to the class and instructor, and receive constructive critiques. Using this enjoyable, pragmatic approach, the course goal is to write all formats of documents typical in the marketing communications industry from marketing plans to advertising copy

##### **MGMNT X 466 Consumer Market Research**

Providing a comprehensive and practical approach to conducting relevant, useful marketing and advertising research, this course examines consumer behavior and how it can influence marketing and advertising decision-making as well as methodologies in order to gather primary and secondary research data, analyze and interpret that data, and make recommendations based on research activities. Instruction also explores the use of surveys and focus groups--on and offline--as well as conventional research

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methods. Students build valuable skills and techniques needed to tabulate, analyze, and present market research data, the foundation of a well conceived marketing strategy

## **MGMNT X 460.35 Strategic Marketing (Capstone Course)**

This capstone course allows students to put into practice key skills they have learned that address the need to understand more than just traditional marketing principles, as well as helps explain how trends develop and how to design effective, long-range marketing strategies that meet the demands of today's dynamic consumer environment. Students explore marketing trends, marketing management decision-making, consumer attitudes, niche marketing, advertising strategies, distribution channels, and the use and misuse of various marketing media.

## **Required Ethics Seminar**

### **MGMNT 891.02 Business Ethics**

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## **Group B: Electives**

*A total of 12 Units are required for this concentration. Courses are four units unless otherwise specified.*

### **Concentration in Social Media and Web Analytics**

861.510      [Transmedia Marketing: Strategy and Implementation \(2 unites\)](#)

X 405.23      [Digital Entertainment Media: Issues and Opportunities ++](#)

X 425          [Best Practices in Social Media for the Communications Professional\(2 units\)](#)

X 460.394      [New Media Marketing \\*](#)  
[Social Media Marketing](#)

Over 100 million videos are downloaded from YouTube daily. Technorati tracks over 50 million blogs. Social networking sites, such as MySpace and Facebook, contain millions of user profiles. This course looks at the new channels of marketing, advertising, and communication that make up social media and the Web, exploring how these tools fit into a company's traditional integrated marketing strategy. Using case studies and real-world examples from large corporations and small business, students explore current examples and future opportunities of how marketing professionals embrace online social networks, user-generated content and content sharing, blogs, podcasts, wikis, and even Twitter, to create brand awareness and buzz. Learn practical tips and techniques as well as see the bigger picture to help successfully leverage social media marketing for your own environment and purpose

X 463.01      [Advertising in the Digital Age \(Hybrid\)](#)  
Create effective consumer-targeted digital advertising campaigns across the ever-changing digital media landscape. Explore how to plan, create, track, and optimize all types of digital advertising campaigns, with focus on developing highly strategic campaigns that leverage the unique strengths of each digital media type, including emerging platforms. Topics include online/display, social media, mobile, search engine marketing, email, video, user-generated content (UGC), viral, and landing page optimization. Learn trends and practices associated with media planning and buying across the various media platforms, as well as ad creative best practices. This highly interactive course uses real-world case studies to illustrate each topic. Exclusive presentations by guest speakers from

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online media companies are featured (previous guests have included Google, Facebook, Yahoo!),

## Web Analytics \*

X 470.10

Web Analytics provides sophisticated traffic information about a website, and is a must for every business entity with an internet presence. It delivers a comprehensive array of business intelligence and visitor behavior insights. Google provides a free analytics service which has already captured a major share of the analytics market. There is a growing demand for people who have analytics knowledge and expertise. Google offers a certification examination, "Google Analytics Individual Qualification" (GAIQ), which tests the student's knowledge and skills. This test is very demanding and requires deep and fundamental knowledge of Google Analytics. Google offers a set of video tapes that defines the curriculum for the GAIQ test. The GAIQ is an online test that changes every time a test is given. Passing this test may empower a student to find a better job because Google Analytics IQ test is considered a litmus test by prospective employers. For those not planning to take the test, an in-depth understanding of Google Analytics will allow them to be more productive and more valuable. This course starts with introduction to HTML and JavaScript. The concept of cookies are explained. Modification of Google Analytics Tracking Code (GATC) are discussed. GA report is explained and cover the integration of Google Analytics and Google AdWords service. GA Goals, Filters and Funnels, Segmentation, Site Search, and Event Tracking are covered.

X 471.10

## **MGMNT X 471.10 Marketing with Google AdWords**

This course focuses on how to create and manage a Google AdWords account and the ad creation and optimization process for maximum traffic generation. AdWords campaign management issues are explained, including strategies for selecting optimal keywords critical to the success of AdWords ads. Other topics include bidding strategies for keywords, quality score and click-thru rate (CTR) metrics, computing return on investments (ROI) as it pertains to AdWords advertising, analytics service in conjunction with AdWords, and Google Analytics and Google Website Optimizer for maximizing ad effectiveness

**Crisis Management and Communications: Safeguarding Image and Viability (2 units)**

X 481.23A **Social Media for Designers +**

X 481.99AF **Using Experience Design \* +**

## **General Electives**

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