

EDUCTIVE - UCLA Extension

CF 272 MARKETING CERTIFICATE

The Marketing Certificate 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. Elective courses 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.

Requirements:

Students may only enroll in the required capstone course, Strategic Marketing (X 460.35), after completion of all other required courses and at least one elective, or with evidence of two years of professional experience.

Courses

Required	Units
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.	4.00
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.	2.00
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	4.00
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	4.00

EDUCTIVE - UCLA Extension

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

2.00

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

4.00

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.

4.00

Electives (12.00 units from the following list)

Units

COMCTN X 478.5 Crisis Management and Communications: Safeguarding Image and Viability

You must deal rapidly, correctly, comprehensively, and objectively with a disaster or crisis. Yet, many organizations are so preoccupied with day-to-day operations that they fail to allocate the appropriate time and resources to crisis planning. Designed for corporate, healthcare, and nonprofit executives; crisis management professionals; advertising and public relations agency executives; and anyone charged with dealing with a crisis that threatens the image and viability of an organization, this overview provides you with the tools to identify potential vulnerabilities and to develop comprehensive protection, management, and communication plans. Examinations of actual crisis case studies demonstrate how to minimize risk; create a crisis plan; and manage, survive, and recover from a crisis. Case studies include the streaker at the Academy Awards, the massive Toyota recall, the BP oil spill in the Gulf of Mexico, the fatal crash of Metrolink 111 train in the San Fernando Valley, and many more less-publicized but more common crisis situations. Invited Guest Speakers: Laurence Darmiento, Editor-in-Chief, San Fernando Valley Business Journal; Leland Tang, Public Information Officer, California Highway Patrol; William Besse, Vice President, Consulting and Investigations, Andrews International, Inc.; Ed Skvarna, Chief Police, Burbank Bob Hope Airport; and Angela Fentiman, Media and Employee Communications Manager, Southern California Gas Company

2.00

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. Target audience development, product positioning, creative messaging, media strategies, and campaign execution also are explored.

4.00

EDUCTIVE - UCLA Extension

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. Topics include controlling the selling process from start to finish; locating, identifying, and qualifying prospects; obtaining appointments and selling by phone; demonstrating products and services; handling objections and closing the sale; selling after the close; using telemarketing, marketing specialists, and networking to find prospects; the ethics of sales; and the legal pitfalls of selling

4.00

MGMNT X 460.394 New Media Marketing

This fast-paced course discusses how digital media technology has changed marketing, and gives detailed strategies on how to embrace such evolving platforms as Facebook, YouTube, Twitter, mobile apps, websites, search engines, newsletters, and many more. You learn how to integrate these tools and tactics into goal-oriented campaigns that enhance brands, create a buzz, and motivate desired behaviors. You do not need any prior knowledge of these media, and no programming skills are needed, but Internet access outside of the classroom is required.

4.00

MGMNT X 460.398A 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

4.00

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. Students explore tools and strategies to develop a marketing plan that utilizes resources to their fullest potential and tests students' individual creativity and innovation.

4.00

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. Topics include foreign market surveys; the role of competitive intelligence; understanding trade barriers, pricing, distribution channels, and cultural differences that affect marketing strategies; and how to create a competitive marketing strategy. Students will gain a comprehensive understanding of global competitive marketing core concepts and how global competitive marketing strategies can affect a company's future performance.

4.00

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. Students intern with marketing or advertising companies within the Los Angeles area for a minimum of 75 hours.

5.00

MGMNT X 460.494 New Business Development and Pitching the Perfect Presentation

Vital to the success of any marketing initiative or business venture is the ability to develop appropriate content and present it. 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

4.00

EDUCTIVE - UCLA Extension

itches," formal presentations, and cold-calls. Preparing the right materials and visuals for business development also is addressed.

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 how to develop relationship-driven customer management systems based on the judicious use of resources born from a decisive strategic plan. Topics include customer profiling, market segmentation, customer service, retention, relational databases, and CRM software. Students are encouraged to participate in discussions on current and generally unpredictable trends, return on investment from sales and marketing expenditures, and how popular myths propel the uninitiated to obscurity and extinction. The course is intended for students and business professionals who have taken one or more courses in personal selling, marketing, market research, product development, the physiology of why people buy, and advertising. Coursework lends insight into the key CRM concepts needed to make informed and effective business decisions, make more sales, and increase profits with ease

4.00

MGMNT X 463.01 Advertising in the Digital Age

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

4.00

MGMNT X 463.13 Media Sales in a "Cross-Platform World"

Learn to think "Cross Platform." Today's ideas transcend media platforms and marketers focus on the concept and the consumer experience. Learn how to be a consultative seller, what's important to marketers and agencies, and how to successfully connect the dots for your media company to make the deal. This course resets the sales process to identify an advertiser's goals and objectives and provide media and communications solutions. Being a media seller in the new cross-platform world requires an evolved orientation to selling. You must create value vs. selling a commodity, become your clients personal brand manager, and advocate in the process while representing your company. Topics include redefining the approach to media sales; an overview of television, online, and mobile ad sales, including all aspects of the sales process; establishing your base of product knowledge; researching what's important to your clients; and building the presentation through to the dealmaking stage. You craft, research, prep, and deliver mock sales/marketing presentations and navigate a real-world experience in developing a true cross-platform campaign. Ideas and concept selling doesn't have barriers--nothing is traditional media or new media, just best practices, all with the goal of doing good work. Finally, you delve into basic understanding of media metrics, examine ratings information and support research, then apply this information to the sales process

4.00

MGMNT X 463.4 Media Planning and Analysis

Examine the function and objective of the media, as well as the structure and operation of agency media departments in this comprehensive course. 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. Guest speakers are featured.

4.00

MGMNT X 463.6 Developing an Advertising Campaign

An in-depth study of the creation of advertising campaigns--from the objectives set by marketing to the solutions needed to obtain those objectives. Instruction covers defining and identifying the basic criteria needed to plan and implement an advertising campaign, as well

4.00

EDUCTIVE - UCLA Extension

as the role creative communications plays in motivating the target audience. Other topics include marketing, the marketing plan, and the advertising plan; advertising as communication; marketing, advertising, and the consumer; developing an integrated advertising plan; determining advertising objectives; developing and executing a creative strategy; and evaluating the advertising campaign. Students plan strategies and tactics using demographics and psychographic information

MGMNT X 470.10 Web Analytics

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. 4.00

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 4.00

MGMNT X 476.99 Marketing Entertainment: Strategies for the Global Marketplace

Today, marketing entertainment is a global enterprise, and motion pictures are the assets that drive expanding ancillary markets. How a movie is marketed determines its financial success and future. The instructor and a select number of the industry's top marketing professionals address myriad issues on how feature films get marketed in today's increasingly competitive market. Topics include creating brand-centric franchise-driven strategies; positioning an entertainment property as a brand in popular culture; marketing and distribution strategies in a converging marketplace; secrets to creating compelling film, video, web, and print advertising; the power of social media; the influence and use of research; and leveraging international strategies and new media promotional and licensing strategies to create valuable partnerships and revenue streams 4.00

MGMNT X 480.5 Green Marketing Strategies

What's red hot in marketing today? Being "green." As business becomes more aware of the need to be sustainable and green becomes vogue, marketers need to help companies with this effort. Today's marketing professional needs to do more than sell products, they need to be part of the cultural shift and move toward more sustainable practice. But there are pitfalls. Learn how to avoid being labeled a "green washer." Learn what it is to be green and 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. 4.00

MGMNT X 490.8 Cross-Cultural Communication and Management in a Global Workforce

This course is designed to provide you with the fundamental principles and practical skill sets to understand the diverse cultures that comprise the global workplace of the 21st 4.00

EDUCTIVE - UCLA Extension

century. Discover 'cultural proficiency'--the cutting edge approach to successfully navigating the intense diversity challenges of today's interdependent global business community. This unique approach ensures effective communication by unraveling the complex cultural differences between individuals and the impact of cultural programming on different organizational cultures. Participants learn strategies for accommodating the diversity both within their own and between international organizations.

MGMNT X 497.27 Marketing, Advertising, and Sales Promotion for Entrepreneurial Businesses

This course provides practical ideas and applications of marketing, advertising, and sales promotion techniques for managers, owners, and marketing personnel of small-to-medium-size businesses. Topics include marketing, planning, and budgeting; company positioning; networking; personal selling; improving the company image; public relations and product/service publicity; designing and creating advertising and brochures; selecting, organizing, and motivating sales representatives and dealer/distribution organizations; marketing on the Internet; market research; and selecting and using the right advertising medium--trade shows, direct mail, yellow pages and local print ads, telemarketing, sales promotion, etc.

4.00

Electives

A minimum of 12 units from designated elective courses must also be completed. Enrollment in the elective course, Internship in Marketing and Advertising is also available to candidates who have completed at least five of the courses in the curriculum.