

EDUCTIVE - UCLA Extension

CF 583 MKT CERTIFICATE WITH CONCENTRATION IN SOCIAL MEDIA AND WEB ANALYTICS

As the majority of all new marketing positions require candidates to have familiarity with new media, social media and web analytics; it is very important - for both those currently working in the field as well as those just entering - to formally demonstrate education in this area. Because coursework in this field will be expected of all individuals with degrees in marketing in the immediate future, this program provides an excellent opportunity to proactively supplement your experience or expand your appeal and stature as you prepare for the marketplace.

This concentration will also allow students who have been awarded a marketing certificate within the past five years to return and take additional courses in order to receive this added knowledge and designation.

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.

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

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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

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 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

4.00

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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).

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

ART X 481.23A Social Media for Designers

This course introduces designers to advertising within the pervasive and persuasive world of social media. Students evaluate several social media platforms and determine the best tools and most fluid application of those tools through lectures, guest speakers, and case studies. Coursework includes developing and implementing an overall social media strategy for an ongoing project or portfolio piece. An introduction to advertising concepts and wireframing also is covered.

4.00

ART X 481.99AF User Experience Design

Today, designers must create compelling and innovative user-centered products and services. This course is an overview of the latest user experience practices and introduces the basics of product strategy, user research, information architecture, interaction design, and usability testing. This includes topics such as mental models, taxonomies, personas, site maps, and wireframes. Throughout the course, students will develop a single comprehensive project for their portfolio that will demonstrate both their creative and problem-solving capabilities.

4.00

MGMNT X 405.23 Digital Entertainment Media: Issues and Opportunities

This course covers how the Internet and digital technologies are transforming the media and entertainment industries worldwide. Course objectives include achieving a basic understanding of underlying technologies and emerging business models, identifying major trends, mastering the digital and social media vocabulary, identifying changes in consumer behavior, and formulating a position on how the future will effect students' careers. Across topics, the course addresses the increasing importance of social media and mobility as fundamental to the changing media landscape. Lectures, discussion, and

4.00

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guest lecturers from industry insiders, cover such topics as how the Internet works for media professionals; consumer electronics trends and devices, including computers, smartphones, tablets, eReaders, TVs, music players, and game consoles; how the online/ on-demand world is impacting feature film and television marketing and distribution; the impact of digital technology on film and TV production and exhibition from script to screen; 2D and 3D issues; and the transformation of advertising, the music industry, and electronic gaming.

COMCTN X 425 Best Practices in Social Media for the Communications Professional

While many communications professionals claim to be social media "experts," those who can demonstrate true expertise are rare and much sought after. The key is learning how to think strategically and implement tactics that mesh "traditional" PR and marketing with the brave new world of social media. This course narrows the broad field of social media marketing to focus on the specific tools and best practices needed to conquer PR 2.0 and beyond. Through a series of interactive discussions with experts, we cover topics such as content creation/syndication, working with bloggers, search engine optimization, online reputation management and the latest tools for social media monitoring, measurement and engagement. We also explore PR's role in developing and implementing overall social media strategy. Guest speakers include agency and in-house PR executives, online community managers, bloggers and multimedia content producers.

2.00

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

Electives

A minimum of 12 units from designated elective courses must also be completed.