

**PUT SOME  
WIND IN  
YOUR  
SAILS.**

**LEARN HOW  
TO CREATE A  
CUSTOMER.**

**BUSINESS &  
MANAGEMENT**



**CERTIFICATE IN  
MARKETING**

“I am earning a Certificate in Marketing so I can return to Brazil to get a good job, putting into practice all of the knowledge I have gained. The opportunity to study at UCR has been a wonderful experience for me!”

– Juliana Siqueira

**UCR**  
EXTENSION

[www.extension.ucr.edu](http://www.extension.ucr.edu)

# MARKETING

## MAKE YOUR MARK: MASTER THE TOOLS OF THE TRADE

In the highly competitive environment of business, companies face the changing needs of customers and competitive threats—especially globally.

Effective marketing, therefore, is an important determinant of organizational success. Management guru Peter Drucker says, “Because the purpose of business is to create a customer, the business enterprise has two--and only these two--basic functions: marketing and innovation. Marketing and innovation produce results. Marketing is the distinguishing, unique function of the business.”

Become more equipped to face these changing times by mastering the marketing tools of the trade. The Certificate in Marketing will give you a toolbox of up-to-date principles and techniques to help you and your organization remain competitive. With coursework in fundamental principles and practices, consumer behavior, market research, and strategic marketing, you'll be fully prepared to succeed.

If your career interests require expertise in marketing, or if you need an understanding of the elements of marketing for career advancement, make your mark on your career by enrolling today.



Endorsed by the California Inland Counties chapter of the American Marketing Association (CICAMA).  
[www.cicama.marketingpower2.com](http://www.cicama.marketingpower2.com)

### ADMISSION

Take individual courses or fulfill all of the requirements to earn your UCR Extension certificate. Whichever you choose, you will gain the personal power that comes through learning new skills. Be assured that you are receiving education that is backed by the UC tradition of excellence.

### APPLICATION FOR CANDIDACY

To earn a UCR Extension certificate, you must establish your candidacy by filing an application along with a nonrefundable application fee. We recommend you do this before the third class. Apply in person at the UCR Extension office or online at [www.extension.ucr.edu/certificates](http://www.extension.ucr.edu/certificates).

### WHAT YOU'LL LEARN

Participants will:

- Learn key marketing principles, essential functions, and contemporary marketing practices.
- Develop a practical understand of how marketing affects profitability and growth.
- Examine the sources of marketing information and the quantitative and qualitative processes for collecting information.
- Analyze consumers' motivations to buy, their needs and desires, and the methods for satisfying them.
- Learn how to develop, implement and manage competitive marketing strategies.

### HOW TO EARN THIS CERTIFICATE:

- Complete 12 units of required courses and 6 units of electives, all with a grade of C or better.

**MARKETING PRINCIPLES AND PRACTICE 3 UNITS**

**MARKET RESEARCH 3 UNITS**

**CONSUMER BEHAVIOR 3 UNITS**

**STRATEGIC MARKETING AND THE MARKETING PLAN 3 UNITS**

**6 UNITS OF ELECTIVES (SEE WEB SITE)**

- Usual completion time is 9-12 months.
- Individual courses range from \$400-\$600. Total cost to complete this Certificate is \$3,000-\$3,200. See Web site for details.
- Choose elective courses that connect with your areas of interest like Advertising and Promotion, Public Relations, Electronic Marketing, Customer Relationship Management (CRM), New Product Development, and Social Media Marketing.

### ALSO OF INTEREST

- Students may take individual classes without being enrolled in the certificate program.
- Classes are scheduled year-round with varying start dates, and can be taken in any order.
- No undergraduate degree or prerequisite needed.

### PROGRAM INFORMATION

Prices, requirements and courses are subject to change. For the most up-to-date information contact us at:

**UNIVERSITY OF CALIFORNIA  
RIVERSIDE EXTENSION**

**Phone: (951) 827-1600**

**E-mail: [bet@ucx.ucr.edu](mailto:bet@ucx.ucr.edu)**

**Web site: [www.extension.ucr.edu](http://www.extension.ucr.edu)**

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**MORE  
POWER  
TO YOU**

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**UCRIVERSIDE**  
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