



University Extension
Professional Studies

MASTER THE TOOLS OF THE TRADE

Professional Certificate in Marketing



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

WHAT YOU’LL LEARN

Ways to build strategies that meet and manage the needs of organizational stakeholders

Approaches to managing organizational behavior including conflict, negotiations, workplace communication, and more

Tools for examining the CMQ/OE body of knowledge including customer/supplier relations, strategic planning, and process improvement

Systems for applying cultural diversity in the workplace



TOTAL UNITS
18



TUITION
\$4,125



COMPLETION TIME
9-12 months



FORMAT
Online



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BENEFITS OF EARNING A CERTIFICATE

There are several reasons why, Bachelor's degree in hand, you might be considering continuing your studies. An upgraded education section on your resume can open the door to a new career, or, if you're already working, lead to a promotion and a higher salary. While you're working, going back to school is an excellent way to stay current in rapidly changing fields, or, if you've been away from the workforce for a while, to quickly get caught up in the latest trends, concepts, and advances.

While there are as many paths to follow, as there are reasons to follow them when approaching continuing education, there is enormous value in terms of time, financial investment, and personal flexibility while gaining practical training from working professionals in your industry that extends beyond the theory of the classroom and into the real world.

KEY BENEFITS INCLUDE:

- UC quality curriculum
- Professional endorsements
- Schedule flexibility
- Variety of courses and programs
- Instruction from professional leaders in the industry

PAY AS YOU GO



Pay per individual course
as you register.

AVERAGE COURSE TUITION

\$505-555 PER (3 UNIT) COURSE

*Learn more about [tuition assistance](#).

CAREER INFORMATION



IN-DEMAND FIELD

Jobs are projected to grow at a rate of 29% over the next 5 years.



STRONG EARNING POTENTIAL

Median Salary **\$86,230**



VARIETY OF JOBS TO CHOOSE FROM

- Marketing Manager
- Account Executive
- Account Manager
- Marketing Director
- Marketing Representative



SKILLS FOR SUCCESS

- Critical Thinking
- Complex Problem Solving
- Judgment and Decision Making



REALITY CHECK. WHAT YOU WILL DO ON THE JOB.

- Prepare reports
- Gather information
- Analyze market conditions
- Analyze consumer trends
- Develop marketing plans or strategies

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STUDY PLAN

Our certificate programs are designed to be flexible, allowing you the option to take just a few courses or earn the complete certificate. If choosing to complete the certificate, we recommend you get the most out of your experience by following the suggested completion path below.

Required Courses		
QUARTER		UNITS
1	Marketing Principles and Practice MGT X475	3
	Consumer Behavior MGT X475.5	3
2	Market Research MGT X476	3
	Elective	3
3	Strategic Marketing and the Marketing Plan MGT X476.7	3
	Elective	3

Elective Options		
QUARTER		UNITS
2 - 3	Advertising and Promotion Management MGT X476.5	3
2 - 3	New Product Development MGT X470.37	3
2 - 3	Social Media Marketing MGT X476.25	3

ARE YOU READY FOR YOUR NEXT STEP?

Schedule an appointment with a [Student Success Coach](#) to get started. extension.ucr.edu/coach



*For a full list of policies and procedures, check our [website](#).