Isn’t e-Marketing just about applying traditional marketing strategies to the internet?
e-Marketing requires a new language which translates into new marketing strategies. It requires learning about things like guerrilla marketing, digital viral marketing, e-commerce, Netiquette, RSS feeds, podcasting and more.

Who should enroll in e-Marketing?
Anyone may enroll in either the classes or the certificate program, though it is primarily designed for business professionals, marketers or other business professionals.

Do I need a degree to enroll in the e-Marketing program?
No, but the more education you have in a college environment the better for your resume.

When can I start the program?
You may begin at the start of any quarter. Classes are offered year-round.

Are classes offered online or on the UCR campus? How often do they meet? How many courses can I take per quarter?
Most classes are currently available in a classroom setting at UCR Extension, with a few offered online. Each class typically has two meetings, back-to-back, one on a Friday night and the second on Saturday, all day. You are welcome to take as many classes as your schedule permits.

Where can I find more information?
On our website, the e-Marketing Professional Achievement Award webpage offers a list of required courses under the Course Schedule tab. Click on the title of each course for more details. If a course is not scheduled at this time, simply click on the Notify Me link and you will receive an e-mail when the course is open for enrollment.

How can I reach a program expert?
Contact Tanya Meza, Program Assistant, (951) 827-1723, or bet@ucx.ucr.edu.