

PROFESSIONAL CERTIFICATE IN MARKETING



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“I wanted to back my on-the-job marketing skills with a formal professional certificate. The classes were informative and taught by instructors with real-world experience. My employer increased my marketing influence with added responsibilities — allowing me to make a greater impact on the organization.”

—Jennifer Cheatham
Marketing Coordinator
International E-Z UP, Inc.
Norco, CA

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. 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.

Endorsed by the California Inland Counties chapter of the American Marketing Association (CICAMA).

WHAT YOU’LL LEARN

- 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.

WHO CAN BENEFIT

Individuals who are:

- Seeking an understanding of the elements of marketing for both entry-level positions as well as career advancement.
- Although marketing is typically considered a business subject, anyone who can benefit from an intensive study in the field is welcome to attend.

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.

HOW TO EARN THIS PROFESSIONAL CERTIFICATE:

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

CONSUMER BEHAVIOR 3 UNITS

MARKET RESEARCH 3 UNITS

MARKETING PRINCIPLES AND PRACTICE 3 UNITS

STRATEGIC MARKETING AND THE
MARKETING PLAN 3 UNITS

6 UNITS OF ELECTIVES (SEE WEBSITE)

- Usual completion time: 9-12 months.

PROGRAM INFORMATION

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

Phone: (951) 827-4105

Email: prodev@ucx.ucr.edu

Website: www.extension.ucr.edu



Extension
Professional Studies