



University Extension
Professional Studies

SUCCEED IN MORE WAYS THAN ONE



POSTGRADUATE DIPLOMA IN DIGITAL MARKETING

WHAT YOU'LL LEARN

- Effective and contemporary strategies in management
- Social media and marketing techniques, including video and audio production
- The roles of WordPress, SEO, email, and other tools in current marketing campaigns and strategies
- How to highlight your marketing skills and experience using a digital portfolio



TOTAL UNITS: 47



COMPLETION TIME: 9 months



TUITION: \$18,200



ENGLISH FLUENCY:
Minimum TOEFL PBT 550, iBT 80,
IELTS 6.5, or Duolingo 100

No areas of business have changed more than marketing over the past 10 years. Build knowledge in fundamental marketing concepts with the most current digital approaches by exploring methods and strategies utilized within the field and forecasting new trends that continue to change the marketing landscape. Complete a three-month internship or curricular practical training, and then take your newly acquired expertise into the workplace to further hone your skills in the innovative marketing arena.

Complete a company's message by first building your ability to lead, assess, develop, and execute. Establish a base of leadership skills to learn how to make decisions that others will follow. Use those skills with your understanding of social media, blogging, SEO, email, video, and targeted sites like WordPress to create an enforceable, educated marketing plan. Demonstrate your mastery in marketing by refining and promoting your own digital portfolio and show potential employers that you can market them as well as you can market you.



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TAKE YOUR CAREER TO A HIGHER LEVEL

Now that you've earned your Bachelor's degree, or completed 3 years of your undergraduate degree, we want to help you differentiate yourself from others in your field. One-Year Postgraduate Diplomas provide in-depth knowledge and on-the-job experience that will give you a unique advantage when applying for jobs. We've identified several key industries with great career potential. Take advantage of living and studying in a vibrant university community. Create new career opportunities—study with experts in your field, explore management specializations in-depth, gain a guaranteed U.S. internship, and leave UCR with a gold-standard UC diploma and work experience at an American company.

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
- Enhanced Employability
- Intercultural Management Competencies
- Instruction from Professional Leaders in the Industry
- Professional Endorsements

PROGRAM FLOW



DREAM BIG. STUDY IN CALIFORNIA.



Our postgraduate programs are the only one of their kind in the U.S., and are world recognized credentials.



Affordable, quality UC Gold Standard programs in the heart of sunny Southern California.



Gain relevant work experience to add to your CV to increase your employability either here or abroad.



Benefit from an American perspective to set you apart from your competition.



Acquire intercultural competencies, a global perspective, and the ability to work in collaborative teams that cross the lines of business and culture.



POSTGRADUATE DIPLOMA IN DIGITAL MARKETING



STUDY PLAN

Quarter 1	Postgraduate Certificate in Management Completion Time: 12 weeks/3 months Gain the best perspective in management through six separate modules.													
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Quarter 2	Specialization Completion Time: 12 weeks/3 months Go in-depth with experts who have extensive knowledge in your field.																	
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Quarter 3	Internship Professional Experience Completion Time: 12 weeks/3 months Apply your newly acquired skills on the job through a GUARANTEED internship with an American company, where you can capitalize on learning from and with a DIVERSE and MULTI-CULTURAL workforce, to give you insight and perspective from various angles.			
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Successful program completion qualifies you to apply for Optional Practical Training (OPT). Upon completion of your Postgraduate Diploma Program, you are eligible for paid employment in the U.S. for up to one year through Optional Practical Training (OPT). Our experienced Career Consultants are here to provide robust, one-on-one career advisement to assist you in finding the best-matched company to start your career in the U.S., guaranteed!



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ARE YOU READY FOR YOUR NEXT STEP?

Schedule an appointment with a **Student Success Coach** to get started. extension.ucr.edu/coach

