DIGITAL MARKETING & COMMUNICATIONS CERTIFICATE PROGRAM

The Digital Marketing & Communications certificate program provides training for job opportunities in the marketing, communications, and product management fields. Combining skills in research, writing, design, and analytics, professionals in this industry help drive business decisions and lead strategic marketing planning. This program will provide students with the managerial and organizational skills to refine key messaging and position brands and products for optimum success now and in the future.

WHO SHOULD ENROLL
This certificate program is designed for marketing, communication, and product management professionals who would like to positively influence business strategy and create timely and relevant marketing and communications plans for their organizations.

CERTIFICATE ELIGIBILITY AND REQUIREMENTS
To earn the Digital Marketing & Communications Certificate, participants must complete three (3) required courses and one (1) elective course totaling 12 units (120 hours) of instruction with a grade of “C” or better. Students not pursuing a certificate are welcome to take as many individual courses as they wish.

PROGRAM BENEFITS
- Learn to manage integrated marketing and communications strategies for achieving organizational goals and objectives
- Analyze digital marketing channels and tactics for various business models
- Develop a product management plan for bringing a new product or service to market
- Apply quantitative data analytics to goal setting and forecasting
- Identify the power of differentiation in brand management
CURRICULUM (12 units total)
Our program features a streamlined curriculum that has been developed with feedback from industry veterans and our expert advisory team. The driving forces of job growth in the digital marketing field are the waves of technological advancements in personal and mobile computing. Further development in the areas of artificial intelligence and augmented/virtual reality will create new opportunities for businesses to connect with customers and influence behavior.

REQUIRED COURSES
Marketing Research & Strategy Planning (3 units)
This course will help students develop an understanding of the complexities organizations face in developing, establishing, and implementing marketing strategies in both domestic and international markets. Areas of study include: marketing research, the nuances between B2C and B2B marketing, segmentation, selection of appropriate marketing channels, overview of global marketing, and the technologies used throughout the marketing process.

Dynamic Product Management (3 units)
This course will introduce students to the Product Management Lifecycle, and help to develop an understanding of the role of marketing in business planning and product development. Areas of study include: the 6-step lean product process, product-market fit, brand management, comparative analysis, and production of a pro forma.

Integrated Marketing Communications (3 units)
This course focuses on how to build a master message for your brand, and discusses some of the challenges in maintaining messaging consistency across an organization. Areas of study include an introduction to integrated marketing communications, strategies and tactics for messaging consistency, and how to develop content that supports your messaging plan. We will also explore how to apply the creative process to messaging, and how to achieve stakeholder buy-in.

ELECTIVE COURSES (Choose one)
Marketing Performance Optimization (3 units)
This course will focus on sharing strategies to optimize your marketing performance and developing executive level communication skills. Areas of study include revenue planning, applying analytics to determine return on investment, and create a bottom-line driven marketing plan. We will also explore how to incentivize marketing and sales functions within an organization and create lifetime value for customer connections.

Digital Marketing Tactics and Trends (3 units)
This course takes a deep dive into the world of digital marketing and explores how to define and build your audience through social media campaigns, search engine marketing, and website optimization. Areas of study also include mobile marketing, microsites, and how to use measurement and analytics to track conversion. Join us as we review the top digital marketing trends and how to apply them to your work.

ADVISORY BOARD
Mirna Bard, President & Social Media Consultant NuReach Global
Tim Callen, Managing Partner RBT Agency
Jerri Lynn Hogg, Assistant Professor Communication Management and Media Psychology Bay Path College
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Marc Villarreal, EVP Branding, Integrity Media

TO ENROLL
Visit ce.uci.edu/dm for full course descriptions, instructor biographies, and enrollment information.

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