

Business & Management

Marketing Programs

- Marketing & Communications
- Digital Marketing
- Social Media

Accelerate Your Career





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UCI Division of Continuing Education's professional certificate programs

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Marketing & Communications Certificate Program



Every organization in today's competitive business environment—whether a large corporation, government agency, small business, non-profit, or independent consultant—needs to be able to market to their target audience or customer. According to the U.S. Department of Labor, Bureau of Labor Statistics, “Employment of advertising, promotions and marketing managers is expected to grow 12 percent through 2022. These fields continue to be essential for organizations as they seek to maintain and expand their share of the market.”

The Marketing & Communications Certificate Program provides a comprehensive understanding of the fundamentals needed to build a clear communication strategy for an organization by aligning advertising, promotion and direct and digital marketing. Explore target markets and campaign development; learn to conduct market research and analysis; and review the many digital marketing tools available for campaign success. Students will learn to analyze concepts, techniques, and models in topics that include various communications functions, media alternatives, and integrated marketing communications tactics.

Who Should Attend

The certificate program is designed for professionals who would like to grow their careers in marketing, communications, digital media, branding, advertising, public relations, human resources, social media, journalism or business who need practical, up-to-date knowledge of marketing strategy and technique. All organizations, regardless of size or industry, need effective communicators.

Certificate Requirements

To earn the Marketing & Communications Certificate, participants must complete five (5) required courses and a minimum of three (3) elective courses with a grade of “C” or better, for a minimum of 16 units (160 hours) of instruction. Those pursuing the certificate must submit a **Declaration of Candidacy**. Students are encouraged to declare candidacy as soon as

possible, but no later than after the third course in the program. To receive the certificate, after completing all program requirements, students must submit a **Request for Certificate**. All requirements must be completed within five (5) years after enrolling in the first course. Students not pursuing the certificate program are welcome to take as many individual courses as they wish.

Program Benefits

- Examine essential marketing principles, including strategic and tactical planning
- Use research methods and analytics to customize marketing in ever-changing social, economic and competitive developments in local, regional, national and global markets
- Explore techniques for effective brand development and management
- Learn to implement measurement systems to quantify return on investment and validate marketing approaches
- Gain the necessary knowledge and skills to introduce, practice and manage integrated marketing in an organization

Program Fees

The total cost of the program varies depending on the electives chosen. Actual fees may differ from the estimate below and are subject to change without prior notice.

Course fees	\$565 - \$665 per course
Textbooks	\$800
Candidacy fee	\$125

For more information:

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Curriculum



Required Courses (5)

Campaign Development

MGMT X461.37 (2 units)

Explore the fundamental principles of strategic and tactical planning that are key to building an effective marketing campaign. Learn the core competencies needed for analyzing marketplace dynamics, segmenting markets, positioning with a distinctive and relevant strategy, assembling a creative marketing program, and analyzing plan effectiveness. Complete an entire marketing plan cycle from start to finish.

Market Research and Analysis

MGMT X461.27 (2 units)

Explore the most advanced market research methods, including the use of web-based tools and techniques for anticipating competitive strategies in order to outmaneuver your competitors. Learn how to measure the effectiveness of your marketing program, determine any necessary changes, and implement a competitive strategy. Study the factors that impact consumers' buying decisions and learn how to affect demand for your product or service.

Branding

MGMT X462.9 (2 units)

Cultivate a working knowledge of initiating and developing an organizational brand process, integrating strategy with communications. Examine brand theory, brand anatomy, brand lifecycles, building brands, brand integration, and online branding. Review the methods and techniques for creating and maintaining a brand from product differentiation to brand communications, and actively participate in projects that emulate the brand development process.

Optimizing the Return on Marketing

MGMT X461.29 (2 units)

Learn how to bridge marketing and finance, utilizing analysis strategies to increase profitability through customer loyalty, marketing revenue generation, and value creation. Go beyond marketing fundamentals and delve into integrating measurement systems that quantify marketing activities in terms of revenue and return on investment. Examine the language and tools of finance to help achieve desired marketing budget allocation and increase marketing's role and value in an organization.

Portfolio and Lifecycle Management

MGMT X461.38 (2 units)

Examine the marketing concepts and managerial tools essential for maximizing revenue and profit growth through lifecycle. Review ways in which older products must be pruned and newer products positioned and priced relative to existing products. Explore how to effectively manage a product or service lifecycle to uncover a wealth of business, environmental and social benefits.

Elective Courses (Choose a Minimum of 3)

Writing for Marketing Campaigns

MGMT X461.28 (2 units)

Explore the key components and techniques for strengthening writing skills and helping to create effective Marketing campaigns. Study how to draft messages that intrigue and hold a reader's interest, initiating a stated call to action. Gain an understanding of how to compose effective messages for a variety of communication mediums such as email, direct mail, public relations, advertising campaigns, and websites.

Overview of Digital Marketing

MGMT X461.41 (2 units)

Gain an overview of the business value of digital marketing and how it can be leveraged to achieve acquisition, conversion and retention of online customers. Examine the broad array of interactive marketing strategies including search marketing,



display advertising, email marketing, website optimization, social media, mobile marketing, online analytics, and other online methods used to achieve business goals. Advantages, challenges, and key differences between digital and traditional marketing will also be explored.

Public Relations and Advertising

MGMT X461.12 (2 units)

Learn what makes a “story,” and how to increase the likelihood of being selected for publication in newspapers, magazines, radio, television, and online. Gain an insider’s grasp of how to effectively communicate with reporters and editors; learn to develop and maintain a network of contacts to increase your competitive edge in media; understand how news cycles on the Internet differ from traditional media.

Product Management

MGMT X461.39 (2 units)

Explore the knowledge and skills needed to become an effective, efficient, creative, and high-performing product manager. Develop a fundamental awareness of the concepts and management frameworks in product management. Cultivate a fluency and proficiency with product management concepts and tools to identify, develop, launch and manage a series of successful products in a timely manner.

Mobile Marketing

MGMT X461.46 (2 units)

Gain a solid understanding of the mobile marketing landscape, examine the sector’s rapid evolution, and consider current and future trends. Explore the technologies and terminologies of both mobile and practical skills and best practices for use. Articulate the benefits and opportunities of a mobile strategy, including determining how it fits into a multichannel approach, achieving stakeholder buy-in and design, and implementing and measuring a successful campaign.

Advisory Committee

- **Ronald Bray**, Customer Programs and Events Manager, FileNet, an IBM Company
- **Carla Fitzgerald**, B2B Marketing Consultant
- **Geoff Graves**, President, Graves Advertising
- **Patrick Kennedy**, Regional Manager, Nielsen Media Research
- **Jennifer McCusker**, Director, Global Talent Management and Retail HR, Oakley
- **Tamara Nall**, Senior Associate, Booz & Company
- **Nina Robinson**, Consultant
- **Richard Steele**, Partner, International Sales and Marketing Group (ISMG)
- **Alladi Venkatesh**, Professor of Marketing, UCI Paul Merage School of Business

For more information:

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Digital Marketing Certificate Program



Essential for all marketing professionals and business people, the Digital Marketing Certificate Program is designed to provide you with a comprehensive examination of tactics and strategies across social media, mobile marketing, online analytics, and search engine marketing aimed at fully leveraging the Internet for achieving business goals such as acquiring, converting, and retaining online customers.

Learn to integrate new tactics and strategies with traditional marketing tools and practices aimed at acquiring new customers, building customer loyalty, providing superior customer service, developing new products, improving profitability and conducting market research. Study the value of—and methods for—determining return on investment for digital marketing programs, as well as online visitor and buyer behavior. Discover strategies and develop plans for maximizing your marketing budget.

Who Should Attend

This certificate program is intended for professionals tasked with improving website performance, online marketing campaigns, search marketing and web analytics skills. This program will also interest those advancing a career in marketing by clearly defining the tactics and technologies integral to planning and implementing a successful Internet marketing strategy from an organizational perspective. While this program is not focused on technical skills (such as developing software), it will introduce students to the key technologies digital marketers use to achieve business objectives.

Program Benefits

- Build effective online marketing strategies for customer acquisition, conversion and retention
- Integrate key analytics and consumer browsing behavior into your online marketing efforts
- Drive more traffic to your website using search engine marketing (SEM) techniques, including search engine optimization (SEO), to enhance both organic and paid search tactics and maximize promotional dollars

- Track and measure online marketing campaigns using website analytical services
- Apply social media, mobile and emerging technologies to promotions

Certificate Requirements

To earn the Digital Marketing Certificate, participants must complete six (6) required courses and a minimum of four (4) units of elective courses with a grade of “C” or better, for a minimum of 16 units (160 hours) of instruction. Those pursuing the certificate must submit a **Declaration of Candidacy**. Students are encouraged to declare candidacy as soon as possible, but no later than after the third course in the program. To receive the certificate, after completing all program requirements, students must submit a **Request for Certificate**. All requirements must be completed within five (5) years after enrolling in the first course. Students not pursuing a certificate are welcome to take as many individual courses as they wish.

Program Fees

The total cost of the program varies depending on the electives chosen. Actual fees may differ from the estimates below. Fees are subject to change without prior notice.

Course Fees	\$590 - \$665 per course
Candidacy Fee	\$125
Textbooks	\$800

Advisory Committee

- **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
- **Steve Kinney**, Chief Executive Officer and President, Search Optimizers
- **Pamela Rutledge**, Media Psychologist, Media Psychology Research Center

Curriculum



Required Courses (6)

Overview of Digital Marketing

MGMT X461.41 (2 units)

Gain an overview of the business value of digital marketing and how it can be leveraged to achieve acquisition, conversion and retention of online customers. Examine the broad array of interactive marketing strategies including search marketing, display advertising, email marketing, website optimization, social media, mobile marketing, online analytics, and other online methods used to achieve business goals. Advantages, challenges, and key differences between digital and traditional marketing will also be explored.

Social Media and Internet Audience Profiling

MGMT X461.64 (2 units)

Examine qualitative research methods for monitoring social media demographics, and learn to identify the social media applications and strategies best-suited for reaching specific targets. Explore the techniques and best practices for identifying and engaging your audience to ensure the effectiveness of resources spent on social media, public relations, branding and marketing efforts.

Online Analytics and Measurement

MGMT X461.42 (2 units)

Explore key online analytics and measurement principles for understanding the performance of websites, social media campaigns, mobile applications, online video, and other online marketing investments. Learn how analytics can help effectively identify the most profitable paths for websites by observing user behavior, and assess the metrics critical to achieving successful campaigns. Study techniques and best practices for measuring and interpreting data, developing analysis and effective reporting, segmenting visitor information for improved experiences, and identifying the key performance indicators which can drive proven business return on investment.

Planning and Developing Your Search Engine Marketing Strategy

MGMT X461.66 (2 units)

Learn the technologies, techniques, and strategies required to achieve high rankings on search engines, and why search engine marketing is one of the most cost-effective promotional strategies available. Compare and contrast organic search engine optimization practices with pay-per-click strategies. Examine how to select the best methods, and create an effective search engine marketing campaign to achieve promotional goals.

Website Optimization and Personalization

MGMT X461.43 (2 units)

Gain an overview of methods, technologies and strategies for improving the performance of websites and other online properties. Explore how effective site optimization and personalization programs improve the relevance of content and increased online engagement to yield positive returns. Learn techniques to avoid common obstacles to optimizing conversion, as well as the primary components of an effective site optimization program including: A/B and multivariate testing, audience segmentation and experience personalization via content targeting and recommendations.

Developing a Social Media Strategy

MGMT X461.54 (2 units)

Develop a social media strategy and gain a complete understanding of the POST (people, objectives, strategy, and technology) process. Learn effective audience profiling techniques using technographics and social computing behaviors. Explore cohesive strategies that integrate social media into sound business practices and methodologies for implementing social media channel usage to achieve organizational business and brand objectives.



Elective Courses (Choose a Minimum of 4 Units)

Display Advertising

MGMT X461.44 (2 units)

Learn to create, plan, and buy effective display advertising. Explore how to use social media, mobile, and digital outdoor displays to effectively create media plans and develop storyboards for art direction and performance testing. Ad networks, video banners, demand side platforms, auction-based displays, testing and optimization, behavioral advertising, privacy issues, and dynamic display ads will also be explored.

Transmedia Marketing Through Storytelling

MGMT X461.84 (2 units)

Explore how a good story is essential to audience engagement and key to marketing, public relations and social advocacy. Apply the ancient art of storytelling to new media forms, creating a new format that dramatically impacts marketing strategies and brand value. Develop a more expansive and immersive experience than traditional marketing approaches, examining the role and structure of narrative in audience engagement that impacts consumers. Review case studies and evaluate and develop a transmedia story-strategy for a product, company, or campaign that will engage and persuade.

Email Marketing

MGMT X461.85 (2 units)

Explore how email marketing can be used to reach millions of consumers at a relatively low cost, and deliver the highest return on investment of all direct marketing channels. Gain the tools needed to test and optimize your email campaigns from email capture to sales conversion, including developing and managing email lists, implementing appropriate metrics to measure effectiveness, and analytic methods to support iterative improvement.

Mobile Marketing

MGMT X461.46 (2 units)

Gain a solid understanding of the mobile marketing landscape, examine the sector's rapid evolution, and consider current and future trends. Explore the technologies and terminology of mobile, as well as practical skills and best practices for usage. Articulate the benefits and opportunities of a mobile strategy, including determining how it fits into a multichannel approach, achieving stakeholder buy-in and design, and implementing and measuring a successful campaign.

Online Video Marketing

MGMT X461.69 (2 units)

Explore the future of online video marketing, addressing four components: compelling content, engagement interactivity, integrated analytics and guaranteed audiences. Learn to apply video strategies to an organization's marketing campaigns by creating powerful video content that will entertain, inspire and compel viewers toward action. Examine how to research and measure to appropriately distribute content across all channels from online ad networks and movie theaters to local TV outlets, optimizing maximum performance.

Content Marketing

MGMT X461.78 (1.5 units)

Gain the knowledge and skills needed to design, develop, promote and manage profitable digital, mobile and social content marketing. Learn how to create compelling and engaging content to support the customer through the buyer's journey. Designed for product managers, digital marketers, social media strategists and business leaders who wish to increase revenue, retention rates and marketing return on investment.

Social Media Specialized Studies

Social Media continues to be a significant tactic for organizations to attract, retain and engage with customers.

According to the 2015 Social Media Marketing Industry Report by Social Media Examiner¹, 96% of marketers surveyed indicate that social media is a critical tool for business growth—and they are interested in the most effective tactics for best engaging with audiences.

Similarly, a recent benchmarking study of more than 1,500 B2B marketers in North America² revealed that 93% of respondents are heavily engaged with social media, with an average of six platforms in use by their organizations. LinkedIn, Twitter, Facebook and YouTube remain the dominant platforms, with companies and individuals embracing the social approach.

Our Social Media Specialized Studies program addresses many of the benefits and challenges of social media usage, while providing a roadmap that addresses these fundamental questions:

- How do you integrate social media into your overall marketing plan?
- What are the best social media strategies and tactics to employ?
- How much should you invest in social media?
- What are the best tools to measure and track social media tactics?

Through case studies, interactive sessions, online forum discussion and exercises, attendees will gain the knowledge, experience, and practical skills to immediately apply their learning in the workplace.

¹ 2015 Social Media Marketing Industry Report, Social Media Examiner, pp 7-8.

² Benchmarks, Budgets and Trends – North America, report compiled by the Content Marketing Institute, Marketing Profs and Brightcove.



Who Should Attend

This program is designed for all professionals working in the marketing field to learn more about digital marketing and social media: interactive marketers who seek to increase their product influence; experienced marketers who wish to expand their knowledge and skills; mid-level managers responsible for brand awareness and loyalty; those tasked with planning, aligning and integrating social media in their organizations; entrepreneurs managing small firms; individuals who have taken on—or wish to take on—social media responsibilities within their organizations; or those who seek to better understand social media marketing for personal and/or networking purposes.

Specialized Studies Award Requirements

To earn the Social Media Specialized Studies Award, participants must complete a minimum of nine (9) units (90 hours) of instruction with a grade of “C” or better. To receive the award, after completing all program requirements, students must submit a **Request for Certificate**. All requirements must be completed within five (5) years after enrolling in the first course. Students not pursuing the award are welcome to take as many individual courses as they wish.

For more information:

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Curriculum

Program Benefits

- Form and optimize social networks
- Design and implement a social media strategy
- Integrate social media tools into other marketing business initiatives
- Implement strategies to track and measure the ROI of social media
- Map metrics and evaluate results of specific social media driven efforts
- Discover new media technologies and identify which are best suited for your product or business

Program Fees

The total cost of the program varies depending on the courses chosen. Actual fees may differ from the estimate below. Fees are subject to change without prior notice.

Course Fees	\$590 - \$665 per course
Candidacy Fee	\$35
Textbooks	\$600

Required Courses

(Choose a Minimum of 9 Units)

Social Media Essentials

MGMT X461.75 (2 units)

Explore and utilize techniques for making Social Media an integral component of organizational marketing campaigns, serving as both listening and outreach tools for building brand awareness and promoting business. Investigate social tools, including internet forums, message boards, blogs, wikis, podcasts, picture sharing, video sharing, and social networking to learn how to leverage social media as a powerful alternative to traditional interruptive advertising. Create and present a written plan for achieving business goals through the use of a social media marketing campaign.

Social Media and Internet Audience Profiling

MGMT X461.64 (2 units)

Examine qualitative research methods for monitoring social media demographics, and learn to identify the social media applications and strategies best-suited for reaching specific targets. Explore the techniques and best practices for identifying and engaging your audience to ensure the effectiveness of resources spent on social media, public relations, branding and marketing efforts.

Social Media Measurement and Evaluation

MGMT X461.79 (2 units)

Explore how social media has become integral to marketing for many organizations, providing unprecedented opportunities to engage stakeholders and consumers in direct ways. Examine how a specific measurement and evaluation plan is necessary due to the disparate nature of the various platforms and technologies. Experience an in-depth and hands-on exploration of current trends and tools including quantitative and qualitative measurement methodologies.

For more information:

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Developing a Social Media Strategy

MGMT X461.54 (2 units)

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Transmedia Marketing Through Storytelling

MGMT X461.84 (2 units)

Explore how a good story is essential to audience engagement and key to marketing, public relations and social advocacy. Apply the ancient art of storytelling to new media forms, creating a new format that dramatically impacts marketing strategies and brand value. Develop a more expansive and immersive experience than traditional marketing approaches, examining the role and structure of narrative in audience engagement that impacts consumers. Review case studies and evaluate and develop a transmedia story-strategy for a product, company, or campaign that will engage and persuade.

Blogging for Business

MGMT X461.86 (2 units)

Explore how blogging is one of the best ways to update an organization's website with pertinent and original content that can also be used as an effective sales tool. Learn how to blog and examine best practices that are specific to blogging for business in a marketing context. Address how to navigate and post in Wordpress, create and maintain a successful business blogging campaign, choose and write materials that will best suit a client or business, manage a workflow and use plugins. The importance of responding to comments and incorporating social media posting into a blogging strategy will also be explored.

New Media Tools and Technology

MGMT X461.65 (2 units)

Learn to navigate the new media landscape and better understand how these tools can be applied in business and personal situations. Explore new media, which is defined as any form of electronic communication that takes place over the Internet including blogs, wikis, social networking and bookmarking sites, portals, life streaming, and social annotation. Discover the current available tools and technologies that drive them, including Rich Internet Applications, cloud computing, and software service. Examine the structure of a Web 2.0 company and strategies for monetizing websites.

Content Marketing

MGMT X461.78 (1.5 units)

Gain the knowledge and skills needed to design, develop, promote and manage profitable digital, mobile and social content marketing. Learn how to create compelling and engaging content to support the customer through the buyer's journey. Designed for product managers, digital marketers, social media strategists and business leaders who wish to increase revenue, retention rates and marketing return on investment.



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