



Certificate Program in

Marketing



**BE YOUR BEST
WITH BERKELEY**
Choose the Best
Education Online
and in Class



Completing the Certificate

To receive the UC Berkeley Extension certificate in marketing, you must earn a final GPA of at least 2.5 and complete each of your courses with a grade of C or better. You also must complete all of your requirements within five years of enrolling in your first required course.

At least two-thirds of your semester units must be taken through UC Berkeley Extension, although you may substitute up to two courses with equivalent subject matter and taught by an accredited college or university. To be considered to receive credit toward your certificate in marketing, you must have earned a grade of B or better in these substitute courses and taken them within the past five years.

If you complete the certificate program with an overall GPA of at least 3.7, you will receive a certificate with distinction.

Learn More

For more information about the Certificate Program in Marketing, call (510) 642-4231, visit www.unex.berkeley.edu/cert/market.html, or contact business@unex.berkeley.edu.

Enroll Now

Enroll in the marketing courses you need right now: www.unex.berkeley.edu.



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UC Berkeley Extension



With a marketing certificate from UC Berkeley Extension, you gain crucial skills to advance your career, build strong customer relationships, or take on a new role. You understand the latest marketing concepts and techniques—and are ready to use your knowledge immediately. You also acquire an academic credential in less time and at less cost than a master's degree would require. • Choose from courses covering all aspects of marketing. You learn from some of the best in the business—professionals from a wide range of industries who have the marketing acumen and teaching experience to provide both a theoretical foundation and practical training. These instructors earn high marks from students, ensuring an education that meets the standards you expect from Berkeley. • Whether you want to add new skills, round out your knowledge, or increase your organization's marketing effectiveness, the Certificate Program in Marketing can help you achieve your goal.



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Your Requirements

Getting Started

There are no prerequisites for the Certificate Program in Marketing, but a bachelor's degree is recommended. You can begin the program with any required or elective course, but it is best to start with Introduction to Marketing.

Registration

You may enroll in courses before you officially register for the certificate program, but registering before you begin your third course is advised. To register, complete the application form at www.unex.berkeley.edu/cert/market.html.

FIND THE EDUCATION YOU WANT

- COURSES IN ALL ASPECTS OF MARKETING
- KNOWLEDGE YOU CAN USE IMMEDIATELY
- BERKELEY-QUALITY EDUCATION

GET THE FLEXIBILITY YOU NEED

- EARN A CERTIFICATE ONLINE, OR MIX CLASSROOM AND ONLINE STUDY
- COURSES IN BERKELEY, SAN FRANCISCO, REDWOOD CITY, AND ONLINE



To earn a certificate, you complete four required courses that help you understand key aspects of marketing, including marketing research and planning, strategic marketing, and emerging trends in social media and other innovative technologies. Your choice of two electives lets you focus on topics that will benefit you most, whether you learn online or in the classroom.

Required Courses: 4 courses, 8 semester units, 120 hours

- Introduction to Marketing X460.1
- Marketing Research: Concepts and Techniques X 460.6
- Strategic Marketing X415
- Strategic Marketing 2.0: Social Media and Other Innovative Technologies X464.5

Elective Courses: 2 courses, 4 semester units, 60 hours

Choose from electives covering all aspects of marketing. All courses are available in the classroom, and increasing numbers are being developed in an online format. Visit www.unex.berkeley.edu/cert/marketon.html for the most current list of marketing courses available online.

- B2B Marketing Management: Creating and Delivering Equity X 449
- Strategic Brand Management X459.2
- Introduction to Advertising X401.7
- Introduction to Direct Marketing X463.5
- Introduction to Public Relations X466
- Integrated Marketing Communications X466.1
- Global Marketing X495.4
- Introduction to High Tech Product Management and Marketing X448
- Marketing Analytics X466.8
- Strategic Marketing Planning X411.43
- Strategic Media Research, Planning, and Buying X457.6
- New Product Development X405.8
- Pricing Strategy and Tactics X455.4
- Strategies and Technologies for Online Multimedia Ad Campaigns X464.4

Course offerings vary by term, and additional electives are developed on an ongoing basis to address emerging professional needs.

Learn More Visit www.unex.berkeley.edu/cert/market.html