



Professional Sequence in

## Integrated Marketing Communications



**BE YOUR BEST WITH BERKELEY**  
Maximize Impact with the Right Marketing Mix



### Getting Started

There are no prerequisites for the Professional Sequence in Integrated Marketing Communications, but a bachelor's degree is recommended. You can begin the professional sequence by enrolling in any of the required courses except Integrated Marketing Communications, which has Introduction to Advertising as a prerequisite.

### Registering for the Professional Sequence

You may enroll in courses before you officially register for the professional sequence, but registering before you begin your second course is recommended. Complete the application form at [www.unex.berkeley.edu/profseq/imc.html](http://www.unex.berkeley.edu/profseq/imc.html) to register.

### Completing Your Professional Sequence

To complete the Professional Sequence in Integrated Marketing Communications, you must earn a final GPA of at least 2.5 and have a grade of C or better in each of your courses. You also must complete all of your courses within three years of enrolling in your first course.

### Learn More

For more information about the Professional Sequence in Integrated Marketing Communications, visit [www.unex.berkeley.edu/profseq/imc.html](http://www.unex.berkeley.edu/profseq/imc.html), call (510) 642-4231, or contact [business@unex.berkeley.edu](mailto:business@unex.berkeley.edu).

### Enroll Now

Enroll in the marketing courses you need today:  
[www.unex.berkeley.edu/profseq/imc.html](http://www.unex.berkeley.edu/profseq/imc.html)



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**In today's competitive business environment, marketing programs need to engage customers using a whole range of marketing tools.**

UC Berkeley Extension's Professional Sequence in Integrated Marketing Communications helps you develop the expertise you need to use these tools effectively and produce successful results. ● Four courses address essential principles of advertising, direct marketing and public relations—and teach you how to combine them to maximize marketing effectiveness. The availability of classroom and online study makes learning convenient. ● If you already work in advertising, sales, public relations, or marketing, the professional sequence rounds out your knowledge and enables you to draw on additional marketing techniques. If you're a recent college graduate interested in mastering the tools of marketing communications, it prepares you to take your place in a growing field. ● With UC Berkeley Extension's Professional Sequence in Integrated Marketing Communications, you're ready to ensure your organization presents the best message and image while maximizing your reach—and your career growth.



Professional Sequence in

## Integrated Marketing Communications

### Professional Education, Berkeley Quality

When you come to UC Berkeley Extension for your professional education, you choose an association with a university with an unmatched reputation for excellence. You're assured that the Professional Sequence in Integrated Marketing Communications meets both the highest academic standards and the latest professional demands.



#### TARGET YOUR NEEDS

- ADD TO YOUR MARKETING EXPERTISE
- PREPARE TO ENTER A GROWING FIELD

#### GAIN THE KNOWLEDGE YOU WANT

- ADVERTISING
- DIRECT MARKETING
- PUBLIC RELATIONS
- INTEGRATED MARKETING COMMUNICATIONS

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

- **Introduction to Advertising X401.7**  
Learn about the role of advertising in the marketing plan, as well as media planning; buyer behavior; measuring effectiveness; and managing client, agency, and media relationships. Also available online.
- **Introduction to Direct Marketing X463.5**  
Understand how to plan, design, and execute successful direct marketing efforts by using the Web, lead generation programs, direct mail, catalogs, telemarketing, and broadcast media.
- **Introduction to Public Relations X466**  
Help your organization sell products and improve its image by learning low-cost, effective public relations strategies you can implement quickly. Also available online.
- **Integrated Marketing Communications X466.1**  
Learn to maximize your sales opportunities by integrating advertising, personal selling, sales promotions, direct marketing, public relations, customer relationship management, and electronic media. Also available online.

For the most current list of marketing courses available online, visit [www.unex.berkeley.edu/cert/marketon.html](http://www.unex.berkeley.edu/cert/marketon.html)

**Learn More** Visit [www.unex.berkeley.edu/profseq/imc.html](http://www.unex.berkeley.edu/profseq/imc.html)