PROFESSIONAL SEQUENCE IN

Marketing Metrics and ROI

The Professional Sequence in Marketing Metrics and ROI is a project-driven and case-study-based curriculum focusing on quantitative methods for more effective decision making. You learn about different approaches to analytics-based marketing, integrating principles and strategic concepts, and computer-based models and metrics to improve marketing decisions and return on marketing investment (ROMI). Together, the models and metrics introduced in the program can have a significant impact on increasing revenue and driving ROI of marketing campaigns. The sequence aims to provide you with a comprehensive, hands-on, practical approach to understanding the benefits and objectives of quantitative marketing.

4 Required Courses, 6 Semester Units, 90 Hours of Instruction

- **Marketing Analytics I**  BUS ADM X466.3 (2 semester units)
  Familiarize yourself with the principles and strategic concepts of marketing analytics, a high-growth area that uses computer-based models and metrics to improve marketing decisions and ROMI.

- **Marketing Analytics II**  BUS ADM X466.4 (2 semester units)
  Apply models and metrics to hands-on case studies to increase revenue and drive ROI of marketing campaigns.

- **Digital Marketing**  BUS ADM X464.4 (1 semester unit)
  Explore how businesses of all sizes can target customers with exceptional precision and measure the return on their advertising dollars.

- **Marketing Intelligence**  BUS ADM X465.5 (1 semester unit)
  Learn to use data visualization and business intelligence to support marketing decision making in a variety of enterprises.

Course availability is subject to change.

Learn more at extension.berkeley.edu/spos/metrics.html (continued)
Prerequisites for Admission
Introduction to Marketing BUS ADM X460.1 or equivalent is required, and a bachelor’s degree is recommended.

Curriculum and Completion Requirements
The curriculum comprises 4 required courses for a total of 6 semester units (90 hours of instruction). Candidates must pay a nonrefundable program registration fee.

All courses must be taken for a letter grade. To receive the Award of Completion, you must maintain an overall minimum 3.0 grade point average, with a grade of C or better (no C– grades) in each course.

All coursework must be completed within two years of registering for the program. However, requirements may be updated based on new developments in the field of study; we recommend completing the curriculum in a timely fashion.

How to Register for This Specialized Program of Study
Register for the Professional Sequence in Marketing Metrics and ROI at extension.berkeley.edu/cert/register.html. Click on the More Information button next to the program title to begin the registration process. Complete your student account profile if you are a new student, and pay the nonrefundable program registration fee.

You may enroll in individual courses without registering for the Professional Sequence in Marketing Metrics and ROI.

Value of a UC Berkeley Extension Specialized Program of Study
As the continuing education arm of the University of California, Berkeley, UC Berkeley Extension is a respected provider of adult and professional education. Fulfilling the requirements for a UC Berkeley Extension specialized program of study reflects the successful completion of a high-caliber, in-depth sequence of courses.

Learn More
For additional information about the Professional Sequence in Marketing Metrics and ROI, visit extension.berkeley.edu/spos/metrics.html, email extension-business@berkeley.edu or call (510) 642-4231.