PROFESSIONAL SEQUENCE IN
Managing Marketing Communications

In today’s competitive business environment, organizations must deploy a wide range of interdependent marketing and promotion tools for reaching and influencing customers, especially social media. An effective marketing campaign must coordinate the advertising, direct marketing, public relations and personal selling elements of the marketing mix, as well as communicate and present a consistent image to target markets. The Professional Sequence in Managing Marketing Communications helps you to develop the expertise to use these tools and produce successful results to maximize marketing effectiveness.

6 Required Courses, 7 Semester Units, 105 Hours of Instruction

Managing Marketing Communications  BUS ADM X466.1  (2 semester units)
Learn to maximize your sales opportunities by using integrated marketing communications, which include public relations, customer relationship management and electronic media.

Direct Marketing in a Social Media Landscape  BUS ADM X461.6  (1 semester unit)
Create, produce and manage a direct marketing program, including creating budgets, selecting media, targeting databases and lists, constructing offers and tracking results.

Advertising and Social Marketing  BUS ADM X464.7  (1 semester unit)
Gain an understanding of the essential methods, strategies and vocabulary needed to succeed in the modern advertising world.

Marketing Public Relations  BUS ADM X464.8  (1 semester unit)
Get an overview of the marketing public relations (PR) process, including methods for profit and nonprofit organizations, and learn the important distinction between traditional PR and marketing PR.

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 Communications Tactical Planning  BUS ADM X467.9  (1 semester unit)
Apply the knowledge gained from previous courses to develop and refine an in-depth, integrated marketing communications strategic plan for a chosen company or brand.

Course availability is subject to change.

Learn more at extension.berkeley.edu/spos/mmc.html
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 6 required courses for a total of 7 semester units (105 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 Managing Marketing Communications 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 Managing Marketing Communications.

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 Managing Marketing Communications, visit extension.berkeley.edu/spos/mmc.html, email extension-business@berkeley.edu or call (510) 642-4231.