

UCIRVINE | EXTENSION

**Marketing
Certificate Program**



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PROGRAM NEED

The internet, the digital economy, and the growth of an information-based society are dramatically changing business and the way products and services are marketed and sold. To be more successful in this “new marketing environment” businesspeople need to understand what is changing and the new tools and approaches now available. This certificate program focuses on building marketing knowledge and skills while incorporating the new tools. Specific areas of focus include market and marketing research, competitive monitoring, internal and external communications, marketing planning, and use of internet tools, techniques and software available to assist in implementing marketing strategies.

PROGRAM DESCRIPTION

This program is a marketing curriculum emphasizing the technology tools that are needed in a digital-driven economy. Courses focus on how technology and the internet are changing the way the following core marketing activities are conducted: market research, competitive monitoring, customer service, internal and external communications, online and offline writing, branding, public relations, social medium use, and ‘business to business’ marketing. Completing the entire program, participants gain knowledge that meets competencies defined by the Department of Labor for a Marketing Manager.

CERTIFICATE REQUIREMENTS

To earn the certificate, participants must complete five required courses and two electives each with a grade of "C" or better for a minimum of 155 hours of instruction. Students not pursuing the certificate program are welcome to take as many individual courses as they wish.

All requirements must be completed within five (5) years after the student enrolls in his/her first course. Although interested persons who are not certificate candidates may enroll in any or all of the courses, certificate candidates should apply for the Certificate Program before completing the third class in which he/she enrolls. Please see **Application for Candidacy**.

After you have completed all requirements, you may request to receive your official certificate by completing the **Request for Certificate Form** and returning it to our offices as noted on the form.

For more information about the program, please contact Francine Berg at (949) 824-4661 or email fberg@uci.edu.

PROGRAM FEES

The total cost of the program (5 required & 2 electives) varies depending on the electives chosen. Actual fees may differ from the estimate below. Fees are subject to change without prior notice.

Classroom Course Fee	\$380 per course
Online Course Fee	\$585 per course
Textbooks	\$100-\$125 per course
Candidacy Fee	\$125
Parking	\$34 per quarter

LIST OF COURSES

Course #	REQUIRED COURSES	Units	W	SP	SU	F
Mgmt X461.6	Essentials of Marketing Beyond the Four Ps	3	C,O	C	C,O	C
Mgmt X461.13 OR Mgmt X461.17	Using the Web as a Marketing Tool	2		C		C
	E-Marketing	3	O	O	O	O
Mgmt X461.1	Understanding Customers and Markets Through Research	3	C		C	
Mgmt X461.15	Writing Workshop for Marketers	2.5	O	C	O	C
Mgmt X461.61	Marketing Planning for Your Product or Business	2	C		C	
ELECTIVE COURSES						
Mgmt X461.14	Business to Business Marketing	1.5	C			
Mgmt X461.12 OR Mgmt X466	Public Relations and Advertising	2				C
	Foundations of Public Relations Strategy and Tactics	2			O	
Mgmt X488.18	Customer Relationship Management	1.5	C		C	
Mgmt X462.9	Branding	2	O	C	O	
Mgmt X490.11	Experience Management	1.5	C			
Mgmt X461.19	Social Media Marketing in the 21 st Century	1.5		O		O
Mgmt X461.20	Ethics in Marketing	1.5	C		C	
Mgmt X461.21	The ROI of Marketing - Bridging Marketing and Finance Concerns	3	C		C	

Note: Schedules are subject to change. Check catalog or website www.unex.uci.edu for most current schedule.

F=Fall, W=Winter, SP=Spring, SU=Summer C = Classroom O = Online

For the online course, please visit <http://learn.uci.edu> for more information on how our online courses work.

REQUIRED COURSE DESCRIPTIONS

Essentials of Marketing Beyond the Four Ps

Mgmt X461.6 (3 units)

For marketing managers, company generalists, entrepreneurs and non-marketing professionals, this course provides a strong understanding of fundamental marketing principles and practices. Students will learn the role and application of the “4 P’s”—product, price, place and promotion—in developing a strategic marketing plan. In addition, students will gain experience with market segmentation, positioning, the product and service development process, financial budgeting and integrated marketing communications. By the end of the course, students will have experience creating an integrated, strategic marketing plan for a product or service in the marketplace and will have the skills and knowledge required to create plans for their own organizations.

Using the Web as a Marketing Tool

Mgmt X461.13 (2 units)

Determine what it is you want your web site to do, then learn how to make your site accomplish those objectives. Strategic use of the Internet can increase the efficiency and effectiveness of your overall marketing program when you know what options are available to you in terms of techniques and tools. Learn how you can use your web site as a research tool, selling tool, and communications tool. Discover how to develop and use your web site to provide customer service, test new products, and obtain marketing research information. This course is a must for marketing professionals who must collect and analyze market data to develop strategies that increase sales. *This course may be substituted with the online course Mgmt X461.17 E-Marketing.*

Understanding Customers and Markets Through Research

Mgmt X461.1 (3 units)

The success of your marketing program rests on effective market research and knowing as much as possible about your current customers, prospective customers, and your competition. Explore the most advanced market research methods including usage of web-based tools. Learn how to analyze research data to measure the effectiveness of your marketing program, determine what changes are needed, and implement a competitive strategy. Explore the factors that impact consumers’ buying decisions and learn how to affect demand for your product or service. Understand the tools/techniques for

anticipating competitive strategies so you can outmaneuver your competitors.

Writing Workshop for Marketers

Mgmt X461.15 (2.5 units)

Prerequisite: Proficiency in oral and written English language.

A practical, hands-on course in developing and executing a successful marketing campaign. Working independently and in groups, students will prepare a creative brief outlining the campaign strategy and learn to write key marketing materials for the campaign: Print ads, TV and radio commercials, direct mail, press releases, and online ads. Additionally, students will receive personalized assistance in developing an effective resume and cover letter.

Marketing Planning for Your Product or Business

Mgmt X461.61 (2 units)

Recommended prerequisite: Students should have completed at least 3 of the required courses or have 2-3 years experience in Marketing. Understand the modeling and mechanics of preparing a marketing plan with a focus on both understanding strategic and tactical planning. Learn how to analyze marketplace dynamics, identify customer and business needs, prepare a creative strategy, build an action plan for implementing the strategy, develop budgets and financial projections, and analyze the plan’s effectiveness. Other topics include how to work with agencies and internal departments, and how to “sell” the marketing plan to senior management.

ELECTIVE COURSE DESCRIPTIONS

Business to Business Marketing

Mgmt X461.14 (1.5 units)

Historically, marketing programs focused on understanding and knowing the consumer, the ultimate buyer of your product or service. The internet is creating tremendous new opportunities for business-to-business marketing, changing the 4Ps as we know them to a modified set of Ps based on relationship marketing, creating customer value, and competing in a global environment. To thrive in this marketplace, the student must master a diverse skill-set, which includes assessing market trends and risks, understanding customer needs, implementing value based marketing and pricing programs, and leveraging technical, distribution channel and marketing communications resources for maximum advantage. This course provides the edge needed to

understand company culture, procedures, and buying dynamics for B2B products and the tools to follow through with appropriate market plans and strategies.

Public Relations and Advertising

Mgmt X461.12 (2 units)

Learn what makes a "story" and how you can increase the odds that yours will be selected for publication in newspapers, magazines, radio, television, and on the Internet. Gain an insider's grasp of how to communicate effectively with reporters and editors. Learn how to develop and maintain a network of contacts to increase your competitive edge within the media. Understand how news cycles on the Internet differ from traditional media. Today's manager or marketing professional will obtain relevant, hands-on training in the development of a successful PR and new media program.

Foundations of Public Relations Strategy and Tactics

Mgmt X466 (2 units)

This course will provide the ultimate how-to guide of Public Relations for practitioners and newcomers by focusing on everything needed to understand how PR has become dominant in marketing. A quantum leap for anyone who thinks they are already aware of the extent of PR, students will become fully versed in the comprehension of media while receiving inspiration and practical ideas for getting messaged material out to an oversaturated public via media and other critical influencers. The potential of PR to drive sales is a key component of this course as well as how to identify news hooks; ways to build contacts and master skills in PR, and how to bring news to anyone as an expert news source in a fast-changing world of creating buzz. Additional topics include: ways to stay informed; new and adaptable writing skills; handling editors, journalists and opinionated online reporters; attending (and holding) career-building events; need for total access; and training the perfect spokesperson in a Web 2.0 setting.

Customer Relationship Management

Mgmt X488.18 (1.5 units)

Customer Relationship Management is a business strategy that provides the enterprise with a complete, consistent, and integrated view of its customer base. Learn to identify customer touch points. Gain exposure to the CRM software that is available and learn how to evaluate what would work best for your business or place of work. Emphasis is placed on customer satisfaction and retention using Internet technology.

Branding

Mgmt X462.9 (2 units)

In this course, students develop a working knowledge of how to initiate and develop a brand process within their own organization, and how to integrate brand strategy into communications. Students will develop a working knowledge of predominant brand theory as well as new perspectives on how to achieve branding success. Topics include: anatomy of brands, brand lifecycles, building brands, brand integration, and online branding. Students will learn the methods and techniques for creating and maintaining a brand from product differentiation to brand communications, and will actively participate in projects to emulate the brand development process. This course is also an elective in the Investor Relations program.

Experience Management

Mgmt X490.11 (1.5 units)

One topic of discussion in the business world that never seems to fade is the ever-increasing amount of competition out there. Businesses have to get more and more creative in finding ways to differentiate themselves from the rest. One such approach you can use to examine differentiation is through Experience Management. This course walks you through the concept of Experience Management and how it is applied in various industries. Students discuss what it is, what it means for businesses today and how to take a systems theory approach to applying it to a company. Topics include: functional and emotional connection for consumers and employees, relevancy for customers, designing from the inside out. Students work through the process of applying the content and learnings to an organization in an effort to fully understand the concept.

Social Media Marketing in the 21st Century

Mgmt X461.19 (1.5 units)

Social network marketing (a.k.a. viral marketing) has become a lower cost, innovative way to exponentially increase the marketing reach of companies. Companies, such as Facebook, MySpace, and LinkedIn, have become the premier examples of how companies have leveraged this new way of marketing. This class will explore social networking and how companies have utilized this technique to increase its member base, which has led to incremental streams of revenue or opportunities for potential buy-outs and offers. Whether someone is starting his or her own business or managing a business unit within a company, this class will assist in thinking through when and how to apply social networking.

Ethics in Marketing**Mgmt X461.20 (1.5 units)**

Ethics in Marketing introduces the student to the role of ethics in marketing in the U.S. and global economy. Students will examine ethics concepts, behaviors, practices and challenges relevant to the process of planning and implementing the marketing practice and creating value via ethical processes, systems and strategies. Topics include discussions on morals and principles, ethical advertising and promotion, competitive analysis, marketing research and marketing implementation. Whether you are or will be managing a marketing team, a member of a marketing team or providing marketing goals and objectives to a contracted marketing professional, this course will help you lead and perform in line with global expectations as well as corporate values and cultures. Course includes case studies and discussions prepared by small groups.

The ROI of Marketing - Bridging Marketing and Finance Concerns**Mgmt X461.21 (3 units)**

This course is for marketing professionals, individuals interested in a marketing career, key executives, entrepreneurs, and business owners. Marketing should be connected directly to the bottom line. Learn how to bridge marketing and finance utilizing analysis strategies to increase profitability through customer loyalty, marketing profitability and value creation. This is not another 4 P's of marketing course. We will move beyond marketing fundamentals and learn how to integrate measurement systems that quantify marketing activities in terms of revenue and return on investment. Learn the language and tools of finance to help achieve desired marketing budget allocation and increase marketing's role and value in the organization.

Online Format FAQ's

What is an online course?

An online course utilizes the Internet and a web browser as a means of creating a learning environment outside of the traditional classroom. The lectures and discussions will take place on a Distance Learning Center Web site. You will be able to access your course lectures (text based) and communicate with your classmates and instructors through the use of a discussion forum (message board). The online courses follow a classroom structure of covering a lesson a week. You can access your course Web site anytime of the day and place where you have access to the Internet.

Who can take online courses?

Anyone can take an online course as long as they have access to a computer with Internet capabilities, have an active email account and have a basic understanding of how a computer works. An online student also has to be motivated to participate in discussion forums and regularly check the Web site and keep up with the course work.

What happens if I fall behind or complete the course early?

It is okay to be a week ahead or behind. You must remember that participation is a very important aspect of your final evaluated grade for the course. Active participation requires you to post and respond to your instructor and fellow classmates' comments on the discussion forum. If you are too far behind, posting to an old topic will be revisiting something that the majority of your classmates might have discussed.

Are there specific dates that I need to log on to the Web site?

There is a set beginning and end date for your online course. It is suggested that you logon at least 3 times a week to check the discussion forums, to read over assignments and lectures. This is the "asynchronous" aspect of the course.

There might be occasion when the instructor will set a chat time ("synchronous") where he/she assigns a specific date and time for all the students to try to meet in the chat room to ask questions.

All assignments, quizzes, exams, and projects must be completed within the time frame of the course. The instructor will set individual due dates for your assignments, projects and tests.

How many hours a week do I have to devote to my online course?

Just like a classroom course, to get the most out of any type of learning you must commit a certain amount of time to complete the course. You will most likely spend approximately 10 hours a week going over class lectures, doing assignments and spending time on the discussion forum. Time required for each course will vary.

Will I be able to see my online instructor or communicate with him/her via telephone?

Unless there is an extreme instance, all communications with your instructor will be done either through email, the discussion forums or the chat sessions. Please do not expect your instructor to telephone you.

How do I communicate with my instructor?

You communicate with your instructor by either email, discussion forums, or chat sessions. Students are highly encouraged to use these modes of communications, as faxed or mailed assignments are not accepted.

What happens if I have trouble accessing the URL with my login and password?

Contact the Distance Learning Center (DLC) office at unex-online@uci.edu or 949-824-7613 and we will assess and work to fix any problems in the most expeditious manner. In order to better serve you, please note the problem as it occurred.

Will having a firewall at home or at work prevent me from working on my online course?

Although, this very seldom occurs, your firewall may prevent you from posting to the discussion forum while allowing you to read the lectures and other resources.

Do I need to have cookies enabled?

Yes, it is necessary to have your cookies enabled. To best protect your computer it is suggested that you vary your cookie options to ensure the most secure level.

Can I access my course from anywhere?

You can access the course anywhere that you have Internet access. Some companies have firewalls that prevent you from participating in the chat sessions. Please check with your company before you attempt to access the course.

I have enrolled and I entered my key, but it still won't let me in.

Many of you will have enrolled prior to the course start date. Courses will not appear until the course start date. Please note that the first week is considered an orientation week where you can become familiar with the course tools. Always make sure to enter a category for the current quarter that you are signed up for. Many times, previous quarters will be available for past students.

When is the last day to drop the course?

The last day to drop a course follows the standard provided in the UCI Extension catalog. There will be an administrative fee accessed for any withdrawals within the allowable period. Please refer to the Extension website at <http://unex.uci.edu/services/registration/drops> for more information.

What happens if I can't finish a course?

We understand that certain situations can occur. Please refer to the UCI Extension catalog for procedures, etc.

How do I know which online courses can take the place of classroom courses?

Please visit our website at <http://unex.uci.edu> for more information about our certificate programs and course offerings.

How do online courses work?

Once you begin your course, you will find that with the use of the course tools, you will be able to navigate from the lecture to the discussion forums or to the weekly outline. You will be able to maneuver through the Web site to post/read assignments and to download/upload files from your instructor. Your instructor will primarily be contacting you by email or through the discussion forum. Once you begin your course, you will find that with your instructor's help, you will find the benefits of taking a course online.

Help files are found on the Distance Learning Center website with instructions on accessing your online course with information about tools use.

Do I need to purchase books or any additional items?

Some courses do require that you purchase books or software. Please contact the UCI Bookstore for more information about the books for your courses at (949) 824-7810.

What happens after I sign up for a course, how do I get started?

If you enroll through the Web site at <http://unex.uci.edu> you will receive a confirmation email from our Student Services office with information regarding the steps needed to create your login and password, URL to access your course, and the enrollment key to enter your course.

If you have faxed or telephoned your enrollment, you will receive by U.S. mail a confirmation of your course enrollment. On that confirmation you will find the information regarding access to your online course.

I signed up for this quarter's term and I can't find my online course!

Your online course will not be available until the actual course start date. The first week of the course is an orientation week, you will have this time to review the syllabus and become familiar with the course tools.

What is an enrollment key?

An enrollment key is required only for the first time that you enter your online course. Your enrollment key will be given at the same time as the information regarding your course access.

Will the platform for online courses be changing continually every quarter?

There will be changes periodically. Changes occur mainly as a result of student and instructor feedback to our Web site. This is done to maximize the tools.

Is my online course an instructor led course?

Like a traditional course, your online course has an instructor that will conduct the course by giving assignments, answering questions, leading discussions and assigning grades.

Can I get a degree online?

At this time, you can only receive a Master's Degree in Criminology, Law and Society.

Students intending to transfer UC Irvine Extension course credit for a degree at another college or university should verify acceptance of the course with that institution.

What kind of grade options do I have?

The grading options are exactly the same as that of classroom courses.

Who do I contact if I am having problems with the instructor?

Please contact the DLC office at (949) 824-7613 or unex-online@uci.edu. Your instructor should be very explicit on the course syllabus or welcome message as to their availability. If the instructor is going out of town or will be away from the computer for an extended period of time, he/she must notify the class.

Why do I get emails of the discussion forum postings?

If you are receiving emails from the discussion forums, you are subscribed to that particular forum. You can change this option by going to the forums sections on the left side of the course site under Activities. By selecting forum, you will be able to see all the forums created and to turn on/off the subscription function. There may be a forum that you will not be able to change. More than likely, that will be a place where the instructor will post announcements.

I like getting the forum subscribed emails, but the responses I made are not on the course Web site.

If you prefer to receive the subscribed emails from the forum, please do not reply to the email directly, but post your reply to the specific forum where the posting originated. This will ensure that others, including your instructor, will see your reply or comment.

I am confused and frustrated, I can't seem to find my way around the Web site. What can I do?

Call us at (949) 824-7613. We will be happy to walk you through the tools and show you everything you need to know.

UNIVERSITY OF CALIFORNIA, IRVINE
UNIVERSITY EXTENSION

APPLICATION FOR CANDIDACY
Certificate Program in Marketing

This form must be submitted, along with a filing fee of \$125, prior to completion of the third course in the Program.

NAME Mr. Mrs. Ms.

HOME ADDRESS

CITY

STATE

ZIP

PHONE: DAY

EVENING

EMAIL

SOCIAL SECURITY OR STUDENT ID NUMBER

JOB TITLE

EMPLOYER

EMPLOYER ADDRESS

Payment must be included with application.

MY CHECK FOR \$125 IS ENCLOSED (Payable to Regents of University of California).
CANDIDACY FEE IS NONREFUNDABLE AND NONTRANSFERABLE.

CHARGE TO: VISA MASTERCARD AMERICAN EXPRESS

ACCOUNT NUMBER

EXP DATE

AUTHORIZED SIGNATURE

Mail or Fax To:
University of California, Irvine
University Extension
PO Box 6050, Irvine, CA 92616-6050
(949) 824-2090

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