

Professional Certificate in Marketing



Master Digital Marketing in Less Than a Year

Learn how to deliver on the latest digital marketing trends — user experience, mobile-first, content marketing, and search engine optimization — with SDSU's Professional Certificate in Marketing.

The program is a partnership with One Club San Diego — San Diego's premier media, marketing, and technology firm for brands, agencies, publishers, and startups. It's ideal for marketing professionals, entrepreneurs, or anyone who manages their own media and digital marketing efforts.

What sets the program apart?

- Instructors are recognized leaders and innovators in the field
- Pursue the certificate or take just the classes you need
- Complete in as few as 9 months
- Classes held one evening a week for 4–6 weeks
- Estimated cost of \$2,792 | Textbooks not included
- No prerequisites or application

Labor Analysis – Marketing Manager – Nationwide

Job Postings Last 12 months	Projected Growth Over 10 years	Avg. Salary Range
153,720	+10.10%	\$56,000–\$99,000

Source: Burning Glass Technologies, 2019

Spring 2020

Media Buying and Selling

1/8–1/29 | Lisa Ratcliff

SEO Strategies that Drive Profitability

2/4–3/10 | Michael Caroff

Content Marketing Strategy and User Experience

3/17–4/21 | Jonathan Forstot

Social Media Strategies for Business

4/28–5/26 | Alex Cameron

Summer 2020

Developing an Integrated Marketing Plan

8/6–9/10 | Randy Gearson

Defining and Positioning a Brand

6/9–7/7 | Rebecca Tall Brown

Market Research and Analytics

7/6–8/3 | Jason Methner

Public Relations

5/21–6/11 | Yadira Galindo

For more information, please email marketing.ces@sdsu.edu or call (619) 594-3946.