

# Professional Certificate in Marketing



## Boost Your Marketing Tactics and Practices

Between new technologies and ever-changing consumer behavior, marketing strategies are evolving faster than ever, and SDSU's Professional Certificate in Marketing program is evolving in tandem. The courses reflect the most current tactics and practices, and our instructors are local marketing leaders and innovators — which makes for excellent networking opportunities.

Our courses are affordable intensives, ideal for those wanting to grow their career in marketing, as well as entrepreneurs who manage their own media and marketing. The certificate requires completion of five core courses, and two electives.

This program is offered in partnership with SDX — San Diego's premier media, marketing, and technology organization for brands, agencies, publishers, and startups.

### Student Testimonial

*"The College of Extended Studies' Marketing Program was a great professional development opportunity. I gained a lot of insight, met some new people in the industry, and grew as a marketing/public relations professional."* — **Mark Olson, Manager of Public Relations, San Diego Metropolitan Transit System**

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

### 2019 Spring and Summer Schedule

#### Core Courses

- **MM 0017 Market Research and Analytics**  
Jan. 22–Feb. 19
- **MM 0009 Developing an Integrated Marketing Plan**  
March 26–April 30
- **MM 0010 Defining and Positioning a Brand**  
April 22–May 20
- **MM 0016 Content Marketing Strategy**  
May 21–June 25
- **MM 0021 Social Media Strategies for Business**  
August 6–Sept. 3

#### Elective Courses

- **MM 0020 Media Buying and Selling**  
Jan. 7–Feb. 4
- **MM 0023 SEO Strategies that Drive Profitability**  
Feb. 20–March 27
- **MM 0018 Public Relations**  
July 11–August 1

See the reverse side for course descriptions.

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## Core Courses

### **MM 0009 Developing an Integrated Marketing Plan**

Topics include identifying target audiences, business objectives, and marketing goals; developing strategies aligned with goals; integrating various media channels; and performance tracking tools.

### **MM 0010 Defining and Positioning a Brand**

Learn how to create a cohesiveness of internal efforts and focus when positioning a brand; and how consumer perceptions are formed by execution, advertising, and marketing communications.

### **MM 0016 Content Marketing Strategy**

Learn what separates valuable content from noise, how to develop content that connects with customers, and how the user experience impacts engagement in the online world.

### **MM 0017 Market Research and Analytics**

Learn how to differentiate your website and product for a competitive edge in customer experience, through market research and hands-on use of digital tools in Google Suite.

### **MM 0021 Social Media Strategies for Business**

Using real businesses as case studies, learn how to accomplish marketing goals by building your company's profiles and following on Facebook, Twitter, Pinterest, YouTube, and more.

## Elective Courses

### **MM 0014 Mobile Marketing**

With 95% of Americans now owning a cellphone, mobile-friendly marketing is essential. Learn how to use mobile platforms such as smartphones, tablets, and iPads, as key tools in optimizing your strategy.

### **MM 0018 Public Relations**

Learn how to research, plan, create, and implement a strategic communications process that builds and manages relationships between an organization and its audience.

### **MM 0020 Media Buying and Selling**

See how media are evaluated, how campaigns are built, and the roles/skills involved in buying or selling. Discover concepts/tools that didn't exist five years ago: silos, Programmatic, OTT, Big Data, and more.

### **MM 0023 SEO Tactics that Drive Profitability**

Through case studies and working sessions with real-life websites, learn the four main pillars of search engine optimization, and how to increase website traffic and conversions from organic search results.

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