

Certificate

Marketing

Get the skills necessary to succeed in the dynamic and competitive field of marketing.

Total Units: 24

The Marketing program consists of five required courses and one elective course. Students must take all courses for letter grade and pass with a program GPA of 2.50 or better.

Completion time: In as little as 2 quarters (full-time pace)

Eligible for:

International Students
VA Benefits

Required

20 Units | 5 Courses

COURSE NAME & NUMBER	UNITS	Typically Offered*			
		FALL	WINTER	SPRING	SUMMER
Marketing Principles and Practices MGMT X 160	4.0	Classroom Online	Classroom Online	Classroom Online	Classroom Online
Brand Management MGMT X 460.41	4.0	Classroom Online	Classroom Online	Classroom Online	Classroom Online
Digital Marketing MGMT X 460.394	4.0	Classroom Online	Classroom Online	Classroom Online	Classroom Online
Integrated Marketing Communications MGMT X 460.52	4.0	Classroom Online	Classroom Online	Classroom Online	Classroom Online
Consumer Market Research MGMT X 466	4.0	Classroom Online	Classroom Online	Classroom Online	Classroom Online

Electives

4 Units | Choose 1 Course

COURSE NAME & NUMBER	UNITS	Typically Offered*			
		FALL	WINTER	SPRING	SUMMER
Strategic Marketing MGMT X 460.35	4.0	Online	Classroom	Online	Classroom
Internship in Marketing and Advertising MGMT X 460.484	4.0	Hybrid	Hybrid	Hybrid	Hybrid

*Courses in this program are typically offered during the quarters and format(s) outlined above. Scheduling is subject to change at any time by UCLA Extension.

Please visit our website for all current course offerings.

Contact Us

310-206-4271

bamcertificate@uclaextension.edu