

Certificate

Marketing with Concentration in Digital Marketing

Digital marketing can be a powerful tool. Learn to harness the power of digital marketing by building a comprehensive foundation and a thorough grounding in all facets of digital marketing.

Total Units: 30

The Marketing with Concentration in Digital Marketing program consists of five required courses and 10 elective units (3-5 elective courses). 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 3 quarters (full-time pace)

Eligible for:

International Students

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

Students must complete 10 elective units from the list below.

COURSE NAME & NUMBER	UNITS	Typically Offered*			
		FALL	WINTER	SPRING	SUMMER
Social Media Marketing MGMT X 460.398	2.0	Classroom Online	Classroom Online	Classroom Online	Classroom Online
Advertising in the Digital Age MGMT X 463.01	2.0	Hybrid		Hybrid	
Influencer Marketing: Employing Influencers MGMT X 460.381	2.0		Classroom		Classroom
Personal Branding and Becoming an Influencer MGMT X 460.382	2.0	Classroom		Classroom	
Marketing with Google Ads MGMT X 471.10	2.0	Classroom	Online	Classroom	Online
Digital Analytics MGMT X 470.10	4.0	Classroom Online	Classroom Online	Classroom Online	Classroom Online
Predictive Analytics for Marketing MGMT X 470.20	4.0	Online		Classroom	
Advanced Digital and Social Media Marketing Strategies MGMT X 466.05	4.0	Classroom	Online	Classroom	Online
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

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