About the Program
UC San Diego Extension’s Professional Certificate in Marketing is designed to help participants develop a broad understanding of the modern marketing functions that are most important in today’s new economy. Learn how to apply savvy marketing techniques to draw in new clientele and drive customer loyalty. Acquire the core knowledge and skills needed to design innovative marketing plans, implement successful marketing tactics, and advance your career.

Certificate Guidelines
The program consists of 27 units, including 6 required core classes (21 units), and completion of 6 elective units or one concentration track. Elements of Marketing is a prerequisite that must be completed prior to enrolling in other core marketing courses. Strategic Marketing Planning is the capstone course in the program, and therefore is the last class students complete in the program. The certificate is designed to allow students to choose a focus with their elective courses. Please visit the certificate webpage at extension.ucsd.edu/marketing to view the required and elective courses.

Marketing courses vary in length. Most required and elective courses run 6 to 11 weeks. Classes typically meet one evening per week for a 3-hour session. Students can expect to spend 3 to 6 hours per week outside of the classroom. Class size usually ranges from 10 to 30 students.

Certificate Cost
As of 2014, courses cost between $450 and $600 for required courses and between $350 and $450 for elective courses, excluding textbooks. Approximate cost for the total program is $5,504.00. Total cost of program varies depending on choice of elective courses. Prices are subject to change.

Certificate Duration
The Marketing program can be completed in approximately 1 ½ years, depending on prior classes completed and number of courses taken each quarter. Students may take up to 5 years to complete the program if needed.

Transferring Prior Coursework
Up to 2 courses taken in the past 5 years from an accredited university may be transferred toward a UCSD Extension Certificate. Courses should be equivalent in subject matter and hours of instruction. Please see “UCSD Extension Certificate Programs” in our catalog for further requirements regarding transferring courses. To request transfer approval, please contact fodonnel@ucsd.edu and provide a copy of your transcript, course description and the name of the equivalent UCSD Extension course.

Enrolling in the Certificate
Students should enroll in the certificate program within the first 1-2 courses they complete. To enroll, students pay a one-time certificate fee of $60, which can be done by calling (858) 534-3400 or visiting extension.ucsd.edu/marketing. Students that enroll are grandfathered into the current certificate program requirements. If the program changes in the future, you simply stay with the program that you originally enrolled in rather than beginning with new certificate requirements.

Transferring Courses to Other Programs
If you are considering applying UC San Diego Extension courses towards a degree at another university, please consult with the university that you plan to attend. Transfer policies vary, so please consult with an academic advisor at your potential university.
Student Services
We value every one of our students and our staff is here to offer you personalized, friendly service. If you want to enroll in a course, request a transcript, ask about financial assistance or simply need driving directions – we are here to help. Contact us at (858) 534-3400, unex-reg@ucsd.edu, or stop by one of our locations. For more information on Student Services, visit extension.ucsd.edu/student.

Information
For additional information, please contact Fiona O'Donnell-Lawson, Program Manager, at MktgProgram@ucsd.edu or (858) 534-8139.

extension.ucsd.edu/marketing

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