

# MARKETING MANAGEMENT

## Post-Graduate Certificate Program

UC SANTA CRUZ SILICON VALLEY CAMPUS  
**UCSC** Silicon Valley  
Extension

in partnership with  Higher Education

Nearly every industry relies on marketing professionals to promote their goods or services. Managers of advertising, promotions, public relations and marketing can earn lucrative salaries while driving revenues, and minimizing business costs and risks. Aspiring marketers can obtain the knowledge, resources, tools and tactics needed to succeed with UCSC Extension's certificate program in Marketing Management.

## Curriculum

**Certificate | 2 Quarters | 15.5 Units - Fall Only Start Date**

### **Implementing Winning Marketing Strategies | 2 Units**

This introductory course emphasizes revenue generation and investigates the key steps of the sale process, how buyers react at each stage, and the marketing tools that have increased the sophistication, productivity and pace of selling. Participants learn to systematically convert prospects into customers and to maintain relationships to maximize long-term profitability. This course is eligible for HRCI credit.

### **Integrated Marketing Communications | 2.5 Units**

A proper integrated marketing communication plan is the best way to reach your appropriate target market with consistent messaging in a cost-effective and measurable way. This course shows you how to develop an effective blend of public relations, advertising, internet marketing, direct marketing, personal selling, incentives and other marketing tools, so that they all convey a consistent message.

### **Principles of Marketing | 2 Units**

This course defines the fundamental principles of marketing in the contexts of the corporation, the economy and society. The course emphasizes the role of marketing in shaping and developing new ideas, the factors that affect pricing, channels through which products and services are distributed, elements of wholesaling and retailing, and the strategies, mechanisms and techniques behind advertising, direct sales and other forms of promotion. The impacts of changing lifestyles and

international market forces on American buying patterns are analyzed; consumer and organizational buying behaviors are explored; and methods and resources for researching and segmenting markets are detailed. Discussions on careers in marketing, marketing management, and an overview of the world's leading markets and businesses are also provided.

### **Search Engine Marketing | 2 Units**

This interactive, hands-on course employs live case studies and projects to explore the uses of blogs, micro-blogs, animation, videos and online competitions. Bring your own interactive marketing needs to class and learn first hand how to cut through the noise and promote your company and products online.

### **Social Media Marketing | 2 Units**

The course explores mobile marketing and its potential. Emphasis is placed on understanding how to integrate social media into the marketing mix for greater competitive advantage, and on best practices and measurement of results. You will also learn how to develop social media strategies and how to create a social media marketing plan.

### **Consumer Insights: Data Analysis and Interpretation | 1.5 Units**

Through case studies, this course introduces concepts required to understand consumer data from various sources, including retail, Web, survey, and call center data. You will learn the key strategies and promotions companies use to increase the profitability of their businesses based on consumer feedback

data. You will have the opportunity to work on three detailed business case studies. In the final project, you'll perform a complete analysis of a business case from its inception to execution. The course utilizes advanced MS Excel skills for data manipulation.

### **Product Management: Moving the Product to Market | 2 Units**

This in-depth introduction to product management, product marketing and product marketing engineering covers everything from core concepts and terminology to process management. The course is designed to meet the needs of product managers, product marketing managers and product marketing engineers who are charged with driving products to market but who may be new to the disciplines and processes involved. Participants learn to manage the process of shaping final products and taking them into the marketplace all from the perspective of the customer advocate.

### **Public Relations: Winning the Mindshare Battle | 1.5 Units**

Today's public relations practitioner needs to be an integrated media person who can build trust and credibility by gaining exposure and creating an ongoing dialogue with customers. By leveraging a variety of readings, exercises, case studies and guest speakers, this course explores the power of public relations to build credibility, trust, goodwill and reputation. The course is a good fit for professionals at various stages of their careers who want a strong foundation in PR basics and are interested in building comprehensive PR strategies.



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### *Additional Curriculum*

#### **Certificate & OPT | 3 Quarters | 26.5 Units - No Winter Start Date**

##### **Power of Market Research | 2 Units**

Executives need market research to make informed strategic business decisions on product planning, target markets, customer requirements, communications strategies, pricing, distribution channels and many other factors. From high tech case studies where the feature set of a product and its competitors is the most important thing to research, to high volume internet and consumer businesses where user trends need to be statistically analyzed and forecasted, this course will show the market power you can gain from key knowledge points.

##### **Web & Mobile Analytics | 1.5 Units**

With the explosive growth of online business transactions, Web and mobile analytics play an important role in understanding and optimizing customer reach and growth. Unlike off-line business models, to compete in the digital global economy, organizations need to employ agile digital marketing techniques that can continuously adapt to customer needs. This is a hands-on class full of real-life examples to work through.

##### **Database Management & Social Selling | 1.5 Units**

Income may be lost when marketers fail to track and follow up on customers, and the number of existing customer leads and inquiries can be overwhelming. The explosive growth of social media channels such as Facebook, LinkedIn and Twitter has created a new customer interaction channel that fundamentally affects brands, marketing media plans and campaigns. From lead generation, to retention, to ensuring customer satisfaction, social media channels provide opportunities as well as risks. You'll learn methods to efficiently track and manage interactions with customers. This course addresses several aspects of the latest social selling techniques and provides practical guidance and examples for the aspiring new-age marketer.

##### **Advanced Social Media Marketing | 1.5 Units**

This course provides a pragmatic approach to achieving measurable marketing goals. The course updates traditional marketing strategies and techniques using modern social media marketing methods, tools, and platforms. You will learn how to use social networks such as LinkedIn, Twitter and Facebook in combination with listening, automation and analytics tools, to impact the digital buyer cycle, accelerate the sales cycle and nurture leads.

##### **Cross-Cultural Negotiation: Asian and Western Business Environments | 1.5 Units**

This course introduces the theory and practice of negotiations between Western and Asian cultures. Learn to develop conceptual frameworks to analyze negotiations and prepare effective cross-cultural negotiations skills. You will gain an understanding of the role of cross-cultural negotiations in shaping deals, building and salvaging relationships, and achieving better outcomes at the international bargaining table. Develop valuable planning techniques and tactics that you can use when entering or expanding your business in Asia.

##### **Customer Acquisition: Strategies, Retention and Win-Back | 1.5 Units**

What determines whether or not your product proves to be a hit in the marketplace? An excellent customer acquisition strategy that targets the right customers in a cost-effective way is the key. A robust strategy encompasses an end-to-end customer focus: understanding what your target customer really wants, developing products that the target customer will embrace, designing compelling marketing communications, and delivering satisfying customer experiences. The course will cover online and offline measurable marketing techniques to gain awareness, educate

prospects, and influence customers' buying behaviors. Numerous real world case studies are presented.

##### **Leveraging Social Media Partners | 1.5 Units**

This course covers the use of the social landscape—opportunities, platforms, listening tools, and best practices—to find customers and utilize the three Ms of process improvement: manage, maximize and measure. You will learn how to leverage conversations on Twitter and harvest Facebook, LinkedIn, Google+ and Twitter for business partners and customer leads. Hands-on exercises will show you how to succeed with social listening and analytics to find, track and measure campaigns. The final project is a team assignment to create a #partnersocial marketing business plan and present it to an audience of industry experts. You'll use a listen-first approach, create a brand story, and develop social campaigns on different channels. Join the conversation using #partnersocial and #ucsceextension.

##### **Internships (unpaid) | 3 Units Minimum 90 Hours Per Quarter**

Enrolling in a certificate program allows you to participate in multiple unpaid internships at local companies in your field of study. Internships are available across a variety of sectors, generally at mid-sized companies, such as Agylytyx, Crowdera Inc, Innowest, and YMedia Labs. Good internships are much sought after and highly competitive. To stand the best chance of securing your preferred placement, our Internship Coordinators are on hand with expert support and guidance.

*Courses in the certificate programs are subject to change based on schedule availability and/or student aptitude. Equivalent course substitutions will be made to accommodate.*