

# Marketing

## Open Enrollment Certificate Program

### Gain the skills you need

Blending current marketing theories with real-world practical applications and strategies, the Marketing Certificate is ideal for anyone who wants to develop a portfolio of marketing skills developed for today's ever-changing marketing challenges. Throughout the program you learn the latest approaches marketing, and build a solid understanding of how to best reach and communicate to customers using a wide variety of media and campaign tactics. The program was developed with marketing professionals in mind as well as those who are looking into marketing as a new career.

### Marketing Certificate (19 credits)

#### 340 Principles of Marketing (4 credits)

Introduction to the concept of marketing and marketing principles. Focuses on how marketing creates value for the customer. Surveys the marketing mix (product, price, promotion and place/distribution) and its application to product, service, profit and not-for-profit enterprises in a local, national and international environment.

**341 Marketing Research (3 credits)** Learn how to make effective marketing decisions using marketing research. Explore market research sources, data collection, analysis, surveys, research theories and strategies. Evaluate quantitative and qualitative research with an emphasis on the value and limitations of various sources. Identify how to blend and manage marketing research sources.

**342 Customer Experience Management (3 credits)** Develop an appreciation for the various ways customers experience products and services from brand awareness to product and service fulfillment to loyalty programs. Examine the customer and brand experience. Identify how to create a customer experience management system. Learn to deliver exceptional customer service.

#### 343 Internet Marketing and Social Media

**(3 credits)** Explore Internet marketing, including its components, structure and technology as well as the application of marketing concepts to social media. Learn the strategies, tools and tactics related Internet marketing with special attention given to the development of messaging techniques designed for specific social media tools.

#### 344 Integrated Marketing Communication

**(3 credits)** Survey the integration of advertising, sales promotion, public relations, direct marketing and the marketing mix to support marketing strategy. Learn the linkages of segmentation, targeting, positioning, buyer behavior and branding. Explore planning, budgeting, and the execution of a comprehensive, integrated marketing communication program from message development through media selection and evaluation.

**345 Marketing Analytics (3 credits)** Learn how marketing measurement relates to business return on investment using analytics. Review top view campaign performance, tactical management and real-time campaign monitoring. Explore how to integrate results from multiple media and channels including retail, sales, direct marketing and online media. Covers use of analytics tools. Management process in an applied setting.

### Tuition

\$425\* per unit

\$8,075\* for certificate

Early Bird discount available

\*pricing subject to change

### Convenient

- No formal application or admission requirement
- One night a week
- Online available

### Schedule & Registration

[redlands.edu/continuingstudies](http://redlands.edu/continuingstudies)

### Average Completion Time

14 months

### Information

[info-scs@redlands.edu](mailto:info-scs@redlands.edu)

909-748-8868

### We offer

- Relevant coursework
- Degree-applicable credit

### Location

University of Redlands  
Redlands Campus  
1200 E. Colton Ave.  
Redlands, CA 92373

### About University of Redlands

The University of Redlands is a private, nonprofit university that connects students to a world of opportunity, geared toward their passions and potential. Centrally located near the beaches, mountains and desert in the heart of Southern California, the University offers more than 40 undergraduate programs, as well as 30 graduate programs in business, communication sciences and disorders, education, geographic information systems and music—blending liberal arts and professional programs, applied and theoretical study, traditional majors and self-designed curricula. In addition to an award-winning 160-acre campus in Redlands, the University includes seven regional locations, providing innovative programs at convenient places and times for working adults.