

Marketing Management

Free Program Overview

Marketing Management

Are you interested in a career in marketing? Do you want to expand your marketing expertise? If so, then join us for a complete survey of careers and opportunities in marketing and sales and an overview of Extension's marketing program.

Course 4135



Marketing Management Advisory Board

STEVE BROWN, M.S.E.E.,
Oregon State University, Director of
Enterprise System Level Marketing,
Cadence Design Systems, Inc.

KARLA LACEY, M.B.A., Harvard Business
School, Director Integrated Marketing
Communications Planning and Integration,
Cisco Systems, Inc.

LINDA POPKY, M.B.A., Boston University,
Founder and President, L2M Associates, Inc.

JANE PRICE, M.B.A., Golden Gate
University, Consultant

SUZANNE TAYLOR, M.B.A., Stanford,
President and CEO, Suzanne Taylor
Marketing Consulting



BUSINESS AND MANAGEMENT



Learn What It Takes To Be a Customer-Driven Marketer

In today's dynamic and competitive Silicon Valley marketplace, the demand has never been greater for customer-savvy marketing professionals who can help drive revenues while minimizing business costs and risks.

Successful marketing professionals draw from a vast arsenal of skills and experience—including strategic insight into market dynamics, consumer research, and business trends as well as real-world experience in advertising and promotions, messaging and positioning, public relations, product development and management, and performance analytics.

Ultimately, customer-driven marketing leadership comes from extensive knowledge, hands-on experience, and cutting-edge training in the latest management practices and techniques—which is exactly what UCSC Extension Silicon Valley delivers.

UCSC Extension's certificate program in Marketing Management provides the knowledge, resources, tools, and ideas you need to succeed in the nation's fastest moving marketplace. Our goal is to produce Silicon Valley's most skilled, multifaceted marketing professionals who are both sharp strategists and savvy tacticians.

Silicon Valley's Leading Program in Marketing Management

Since 2000, UCSC Extension Silicon Valley's state-of-the-art training and curriculum has served nearly 2,000 professionals working in, or seeking to enter, the marketing profession—with more than 3,800 alumni since the 1990s.

The reputation of our Marketing Management Certificate Program is strong in Silicon Valley—and a certificate from the world-renowned University of California can help open doors and change the course of your career.

Custom Curriculum with Two Specialized Tracks

We offer two tracks of skill-based content, grounded in sound theory and cutting-edge practice. Whichever focus you choose, you'll learn the latest technologies, analytical techniques, and tactics.

Our comprehensive yet flexible curriculum allows you to pursue individual courses, our highly regarded generalist Certificate in Marketing Management, or either of two powerful specializations in Digital Marketing and Marketing Management.

Flexible Learning Options Tailored to Your Needs

Our customized certificate option lets you tailor a program to your specific needs by completing the requirements from any two compatible disciplines in our broad Business and Management curriculum.

Powerful combinations marry the core requirements for the Marketing Management Certificate with those in Project Management, Human Resource Management, and Technical Writing and Communications.

Consult with the Business and Management Department for specific requirements for a customized certificate.

UC-Quality Instruction from Experienced Silicon Valley Practitioners

All instructors in UCSC Extension's certificate program in Marketing Management are experienced professionals and recognized leaders in their field who have met the rigorous educational and instructional standards demanded by UCSC. They bring unique expertise and knowledge into the classroom, ensuring you receive the latest information and insights into real-world marketing practices.



About UCSC Extension Silicon Valley

The vital learning community at UCSC Extension Silicon Valley is well known for its collegial atmosphere and rigorous preparation. Our faculty of expert practitioners teaches state-of-the-art solutions to the everyday problems confronting technology professionals working in Silicon Valley. The professional education programs we offer build expertise, open doors to new opportunity, and deliver tangible value. Our broad portfolio of open-enrollment courses and certificates, affordable pricing, experience-based instruction, and central location in Silicon Valley help turn jobs into careers.

Marketing Management Certificate

Educational Objectives

The objective of our Marketing Management Program is to help you master the array of marketing disciplines demanded by companies doing business in Silicon Valley. It is designed to confer broad tactical know-how as well as strategic insight.

Who Should Enroll and Why

Whether you want to enrich your current role, move up to management, transition to client-side, or get the most effective training available, you will learn the best practices that every sector of the Silicon Valley economy needs most. The program caters to:

- Practicing marketers who need to update or expand their skills
- Agency professionals who want to keep pace with their clients
- Engineers moving into product management or marketing
- Newcomers from other professions starting marketing careers
- Recent college graduates who need hard skills to land jobs
- Career changers

Curriculum

The curriculum is structured to produce skilled marketing professionals—multifaceted generalists as well as sharp specialists. We offer two tracks to help you achieve your career goals:

- Digital Marketing
- Marketing Management

Certificate in Marketing Management

You can obtain our professional training in Marketing Management one course at a time. You can also pursue a Certificate in Marketing Management by completing the program's three required courses and 7.5 units of electives with an overall GPA of 3.0.

There are no prerequisites for the program. However, we recommend that you start with "Implementing Winning Marketing Strategies" or "Principles of Marketing." After that, courses may be taken in any order. Please refer to our Web site or catalog for candidacy requirements.

Any combination of electives may be taken to complete the certificate.

Certificate Requirements

Total: 14 units

- 6.5 required units
- 7.5 elective units

GPA: 3.0, with a C or better in all courses.

Timeline: Complete minimum courses within 3 years.

Note: Courses completed more than five years prior to date of certificate issuance cannot be used to fulfill requirements.

Program Contact

Business and Management Department,
(408) 861-3860 or e-mail
program@ucsc-extension.edu



Curriculum

Required Courses (6.5 units)	Units	Course
Implementing Winning Marketing Strategies	2.0	1661
Integrated Marketing Communication	2.5	3599
Principles of Marketing	2.0	0104

Specialized Elective Courses (7.5 units)	Units	Course
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Digital Marketing

Advanced Social Media Marketing:		
A Practical Approach for Business	1.5	22871
Customer Acquisition 2.0:		
Strategies, Retention and Win-Back	1.5	22408
Leveraging Social Media Partners	1.5	23098
Search Engine Optimization	2.0	19966
Web 2.0 Marketing: Social Media Networks	2.0	19357
Web Writing That Works	1.5	23091

Marketing Management

Business and Professional Writing	2.0	5916
Marketing Operations: The Engine of Marketing Accountability	2.0	21944
Positioning and Brand Management	1.5	3781
Power of Market Research	2.0	0109
Product Management:		
Moving Product to Market	2.0	2466

Course Descriptions

Required Courses

Implementing Winning Marketing Strategies

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 the relationship to maximize long-term profitability. Topics include buyer psychology, prospecting methodologies, customer relationship management, lead generation tactics, and channels and merchandising.

Course 1661

Integrated Marketing Communication

An integrated marketing communication plan is the best way to reach your appropriate target market in a cost-effective and measurable way. This course shows you how to develop a plan and budget with a good return on investment using a blend of marketing tools that conveys a consistent message. Upon completion of this course, you will be able to explain the manager's role in the marketing communication process, determine marketing communication objectives versus general marketing objectives, properly identify the key messages for your target markets, know and use the criteria for developing creative materials, evaluate and integrate all the various marketing communication tools available, select the appropriate traditional and modern digital media channels, develop integrated budgets using the "Task Method," and develop and implement measurement and feedback processes.

Course 3599

Principles of Marketing

This 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. Also explored are changing lifestyles and international market forces on American buying patterns, consumer and organizational buying behaviors; and methods and resources for researching and segmenting markets.

Course 0104

Elective Courses

Digital Marketing

Advanced Social Media Marketing: A Practical Approach for Business

This course provides a pragmatic approach to achieving measurable business goals using social media marketing. The course also highlights advanced social media marketing strategies and tactics using the latest tools, as well as practical methods for setting and achieving business goals. This advanced marketing course guides you through the process of integrating social media marketing into different domains of a business.

Course 22871

Customer Acquisition 2.0: Strategies, Retention and Win-Back

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. Topics include gaining insight about customers, target market description, positioning, metrics, advertising, packaging, promotions, distribution strategy, pricing, online and offline marketing, how to create acquisition strategy, word of mouth, consumer trends, numerous real world experience case studies.

Course 22408

Leveraging Social Media Partners

This course covers the use of social media platforms and 3rd party services to find partners, promote applications and measure the partner experience. Students learn how to use word of mouth advertising, how to make their applications viral and drive distribution flow. Also covered are the methods used to identify success metrics, track and measure social reach, customer acquisition and retention.

Course 23098

Search Engine Optimization

How will the world find your Web site and will they stay to look around once they arrive? How can you score better with search engines by having an active organic search (SEO) program? When does it pay to advertise online and to use SEM campaigns? What are the options? How do I track spending and results? What tools are available to me? Which Web 2.0 features should I use (and not use)? Learn to create a complete, effective, Web-marketing program.

Blogs, animation, videos and online competitions will be explored in this course. Bring your own interactive marketing needs to class and learn firsthand how to cut through the noise and promote your company and products online.

Course 19966

Web 2.0 Marketing: Social Media Networks

The contemporary marketing tool set has expanded dramatically with the mainstreaming of Web 2.0 technologies. This course surveys the tools and techniques driving the shift from classical push-pull marketing to the new approach of customer-engagement marketing. Participants will learn the fundamentals of online word-of-mouth marketing, viral marketing, and social networking, as well as tools such as communities, wikis, blogs, podcasts, RSS feeds, and mobile. Emphasis will be placed on understanding how to integrate Web 2.0 tools into the marketing mix to produce results and gain market advantage, best practices, and performance measurement.

Course 19357

Web Writing That Works

Make texts on a corporate Web site, blog, or social network fun to read, quick to digest, and easy to act on by using style techniques specific to electronic communications. This course draws on contemporary research into Web usability, reading comprehension, and user psychology. Extensive handouts and sociable discussions will provide you with practical guidelines you can immediately apply on the job.

Course 23091

Courses continue on reverse...

Marketing Management

Business and Professional Writing

According to *Fortune* magazine, professionals with the best writing skills earn three times more than their least-capable peers. This course is designed to immediately improve your written business communications through concrete, no-nonsense tools that will serve you throughout your career. The workshop format provides action oriented feedback that builds confidence through in-class exercises, while homework practice solidifies your new skills.

Course 5916

Marketing Operations: The Engine of Marketing Accountability

This course defines the difference between marketing operations and traditional marketing and covers the best practices necessary to bring discipline to the marketing function so it supports an organization's sales objectives. Participants learn a new approach to managing marketing operations that leverages process, technology, guidance and metrics to run marketing as a fully accountable profit center. Key topics include the marketing operations ecosystem; interdisciplinary tools; achieving organizational alignment; designing, deploying and managing marketing infrastructure; and the marketing operations life cycle.

Course 21944

Positioning and Brand Management

Dynamic market positioning is a strategic process designed to build awareness of companies and their products. Through lecture, case-histories and discussion, participants examine the step-by-step process used to position high-technology companies and their products. Topics include: assessing and analyzing markets based on benefit and feature set, evaluating existing positions and windows of opportunity, understanding and developing brand values, touch points and personas, mapping competitors in the market, creating positioning statements, establishing brand management throughout a company, and devising methods to preserve and enhance the brand. This workshop is designed for marketing-communication and product-marketing managers at small and large firms who are planning to launch new products or need to reposition existing products, and is of equal benefit to business owners and CEOs of small companies who want to understand how to leverage their marketing dollars by establishing powerful brands and positions in the market.

Course 3781

UCSC Extension Silicon Valley is **#1 in graduate business enrollment** according to the *San Jose/Silicon Valley Business Journal* (2/2010).

Power of Market Research

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. You will learn to identify the strengths and limitations of market research, as well as the proper ways to gather and present information—in the process demonstrating the market power you can gain from key knowledge points. Topics range from basic survey techniques in both primary and secondary research to an understanding of the power of statistical fact-gathering and analysis.

Course 2802

Product Management: Moving the Product to Market

This course is an in-depth introduction to product management, product marketing and product marketing engineering—from core concepts and terminology to process management. Participants learn to analyze customer needs, develop product requirements, and manage the process of shaping final products and taking them into the marketplace—all from the perspective of the customer advocate.

Course 2466

Enrollment Information

Visit ucsc-extension.edu/marketingcert, for the most up-to-date information about our marketing program, including textbooks, instructors, schedules and locations.

Enroll online at ucsc-extension.edu.



UCSCextension
Silicon Valley

**Silicon Valley's #1
Graduate Business
Educator**

Dynamic, Highly Educated Student Body

Nearly 100 percent of the students who enter our programs have Bachelor's degrees—and more than 40 percent already hold graduate degrees. So when studying at UCSC Extension Silicon Valley, you will learn and network with the best and brightest. Working professionals come here to build their careers rather than earn a degree—yet our certificates' quality and recognition have proven instrumental in helping them gain admittance to Master's programs throughout the Bay Area and nationally.

Wide Variety of Flexible, Competitively Priced Learning Options

We offer highly practical, real-world instruction in dozens of disciplines of high interest and demand in Silicon Valley. Our applied courses provide a theoretical foundation as appropriate to enhance on-the-job performance. In addition, our programs are very competitively priced—often less than half that of comparable training available elsewhere—with many offered both in classrooms and online. You can take individual courses in any program, earn a full certificate, or, in many cases, build a customized certificate program to suit your needs.

Premier Professional Educator with High Certification Pass Rates

In Business and Management and Engineering and Technology, our programs each enroll more than 4,000 students annually—ranking us Silicon Valley's largest provider of postgraduate professional education. Over time, we have proven exceptionally effective at improving the performance, status and advancement of our graduates. Our training and examination preparation have helped our students perform above national norms on certification exams, prepare for graduate school, and gain entrance to respected degree programs nationwide.

UCSC EXTENSION SILICON VALLEY
2505 Augustine Drive, Suite 100
Santa Clara, CA 95054

How To Get Started—Program Contact

Business and Management Department,
(408) 861-3860 or e-mail
program@ucsc-extension.edu.