



University Extension  
Professional Studies

# BECOME A DIGITAL MARKETING LEADER

## Professional Certificate in Digital Marketing



Whether you're an experienced marketer looking to stay ahead or a newcomer eager to break into the digital marketing field, our **Professional Certificate in Digital Marketing** equips you with the essential skills and knowledge to stand out. Learn from dynamic instructors with real-world experience and gain a competitive edge that sets you apart in a competitive—and fast-growing—job market.

This hybrid program covers essential areas like SEO, social media marketing, content strategy, and data analytics—skills that are in high demand across industries globally. Upon completion, you'll be ready to create impactful digital marketing strategies and elevate your career or business in the global marketplace.

### WHAT YOU'LL LEARN

Optimize content for SEO and boost online visibility

Build and manage effective social media campaigns

Leverage data analytics to drive smart marketing decisions

Craft persuasive digital content that captivates audiences

Learn to leverage AI to drive results and increase efficiency



TOTAL UNITS  
16



TUITION  
\$4,400



COMPLETION TIME  
6-12 months



FORMAT  
Hybrid



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## BENEFITS OF EARNING A CERTIFICATE

There are several reasons why, Bachelor's degree in hand, you might be considering continuing your studies. An upgraded education section on your resume can open the door to a new career, or, if you're already working, lead to a promotion and a higher salary. While you're working, going back to school is an excellent way to stay current in rapidly changing fields, or, if you've been away from the workforce for a while, to quickly get caught up in the latest trends, concepts, and advances.

While there are as many paths to follow, as there are reasons to follow them when approaching continuing education, there is enormous value in terms of time, financial investment, and personal flexibility while gaining practical training from working professionals in your industry that extends beyond the theory of the classroom and into the real world.

### KEY BENEFITS INCLUDE:

- UC quality curriculum
- Professional endorsements
- Schedule flexibility
- Variety of courses and programs
- Instruction from professional leaders in the industry

## PAY AS YOU GO



Pay per individual course as you register.

COURSE TUITION RANGE

**\$275-\$825**

\*Tuition fees are subject to change without notice. Learn more about [tuition assistance](#).

## CAREER INFORMATION



### IN-DEMAND FIELD

Jobs are projected to grow at a rate of 7% over the next 5 years.



### STRONG EARNING POTENTIAL

Median Salary **\$83,090**



### VARIETY OF JOBS TO CHOOSE FROM

- Digital Marketing Strategist
- Digital Media Planner
- Internet Marketing Specialist
- Marketing Consultant
- Paid Search Strategist
- SEO Strategist
- Social Media Specialist



### SKILLS FOR SUCCESS

- Complex Problem Solving
- Reading Comprehension
- Active Learning
- Active Listening
- Critical Thinking



### REALITY CHECK. WHAT YOU WILL DO ON THE JOB.

- Implement advertising or marketing initiatives
- Collaborate with others to develop or implement marketing strategies
- Design websites or web applications
- Analyze website or related online data to track trends or usage
- Coordinate project activities with other personnel or departments

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## STUDY PLAN

Our certificate programs are designed to be flexible, allowing you the option to take just a few courses or earn the complete certificate. If choosing to complete the certificate, we recommend you get the most out of your experience by following the suggested completion path below.

Required Courses		
QUARTER		UNITS
1	Consumer Market Research (MGT X440.02)	3
	High Impact Content Strategies, accelerated with AI (MGT X440.05)	2
	Integrated Digital Marketing Communications: Persuasive Storytelling in the Digital Age (MGT X440.06)	2
	Intro to Search Engine Marketing (SEO and PPC) (MGT X440.07)	1
	Mktg Principles and the Marketing Plan (MGT X440.10)	3
	Social Media Marketing (MGT X476.25)	3

Elective Options		
QUARTER		UNITS
2	Advertising in the Digital Age (MGT X440.01)	1
	Data Analytics and Algorithms (MGT X440.03)	1
	Digital Marketing Master Class (MGT X440.04)	1
	Introduction to Monetization: Lead Generation and Influencer Marketing (MGT X440.08)	1
	Media & Public Relations Strategy for Marketers (MGT X440.09)	1

## ARE YOU READY FOR YOUR NEXT STEP?

Schedule an appointment with an [Advisor](http://extension.ucr.edu/advisors) to get started. [extension.ucr.edu/advisors](http://extension.ucr.edu/advisors)

