



University Extension
Professional Studies

FUTURE YOU: DIGITAL MARKETING EXPERT

Specialized Study Program in Digital Marketing Fundamentals



In today's digital-first world, the demand for skilled marketers is at an all-time high. **The Specialized Study Program in Digital Marketing Fundamentals** gives you the essential tools to succeed, setting you apart in this fast-growing industry.

This hybrid program combines theory with hands-on practice, empowering you to master the key components of digital marketing—SEO, AI, content strategy, social media, and analytics.

Whether you're new to digital marketing or looking to upskill, this program provides the expertise you need to thrive. You'll learn to optimize content for search engines, create compelling campaigns, and leverage data to drive impactful business decisions.

By the end of the program, you'll be equipped to take on a variety of digital marketing roles and make an immediate impact in any organization.

WHAT YOU'LL LEARN

Master SEO and PPC to boost rankings and drive traffic

Develop impactful content strategies for digital platforms

Leverage data analytics and AI to optimize marketing decisions

Harness the power of social media to achieve marketing goals

Apply core marketing principles in the digital landscape

 TOTAL UNITS
7

 TUITION
\$1,925

 COMPLETION TIME
3-6 months

 FORMAT
Hybrid



CONNECT WITH AN ADVISOR
extension.ucr.edu/advisors

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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	MGT X440.04: Digital Marketing Master Class	1
2	MGT X440.05: High Impact Content Strategies, Accelerated with AI	2
3	MGT X440.07: Introduction to Search Engine Marketing (SEO and PPC)	1
4	MGT X440.10: Marketing Principles and the Marketing Plan	3

ARE YOU READY FOR YOUR NEXT STEP?

Schedule an appointment with an **Advisor** to get started. extension.ucr.edu/advisors

