

# FUTURE-PROOF YOUR MARKETING CAREER

## POSTGRADUATE DIPLOMA WITH INTERNSHIP IN DIGITAL MARKETING



### WHAT YOU'LL LEARN

- Identify key functional business areas and apply a global perspective to HR, marketing, and finance.
- Use global negotiation strategies, competitive advantage concepts, and other approaches to support organizational goals.
- Understand core marketing principles, digital strategies, and essential tools and platforms used in the field.
- Analyze market research data to create actionable insights and develop effective content strategies across digital channels.

In today's fast-paced digital economy, American businesses need innovative marketers who can navigate evolving technologies and strategies—and they need you.

The **Postgraduate Diploma in Digital Marketing** prepares you with in-demand skills such as SEO, social media strategy, data analytics, and high-impact content creation. You'll build a strong foundation through applied coursework, then put your skills into practice during a hands-on internship in the third quarter.

To ensure you're fully prepared for this real-world experience, the program includes a required professional development course focused on career readiness. You'll strengthen your communication, workplace, and job-search skills so you can confidently transition from the classroom to the workplace.

Completed in nine months, this program balances theory with application while helping you develop critical thinking, creative problem-solving, and collaboration skills. The result? Practical experience, professional confidence, and the competitive edge employers are looking for in today's digital marketing landscape.



**TOTAL UNITS: 43**



**COMPLETION TIME: 9 months**



**TUITION: \$20,200**



**ENGLISH FLUENCY:**  
Minimum TOEFL iBT 80, IELTS 6.5,  
or Duolingo 100



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<https://extension.ucr.edu/advisors>



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### TAKE YOUR CAREER TO A HIGHER LEVEL

Now that you've earned your Bachelor's degree, or completed 3 years of your undergraduate degree, we want to help you differentiate yourself from others in your field. One-Year Postgraduate Diplomas provide in-depth knowledge and on-the-job experience that will give you a unique advantage when applying for jobs. We've identified several key industries with great career potential. Take advantage of living and studying in a vibrant university community. Create new career opportunities—study with experts in your field, explore management specializations in-depth, gain a guaranteed U.S. internship, and leave UCR with a gold-standard UC diploma and work experience at an American company.

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
- Enhanced Employability
- Intercultural Management Competencies
- Instruction from Professional Leaders in the Industry
- Professional Endorsements

### PROGRAM FLOW



### DREAM BIG. STUDY IN CALIFORNIA.



Our postgraduate programs are the only one of their kind in the U.S., and are world recognized credentials.



Affordable, quality UC Gold Standard programs in the heart of sunny Southern California.



Gain relevant work experience to add to your CV to increase your employability either here or abroad.



Benefit from an American perspective to set you apart from your competition.



Acquire intercultural competencies, a global perspective, and the ability to work in collaborative teams that cross the lines of business and culture.



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## STUDY PLAN

**Quarter 1** | **Postgraduate Certificate in Management Completion Time: 12 weeks/3 months**  
Gain the best perspective in management through six separate modules.

REQUIRED COURSES (16 UNITS)	UNITS
Global Human Resource Strategies for an Inclusive, Sustainable, and Tech-Driven Future <a href="#">MGT X200.10</a>	4
Global Marketing in an AI-Powered World <a href="#">MGT X200.11</a>	4
Multinational Financial Management <a href="#">MGT X200.12</a>	4
Strategic Management in a Digital Age <a href="#">MGT X200.13</a>	4

**Quarter 2** | **Specialization Completion Time: 12 weeks/3 months**  
Go in-depth with experts who have extensive knowledge in your field.

REQUIRED COURSES (3 UNITS)	UNITS
Essentials for Professional Development <a href="#">MGT X200.6</a>	3
ELECTIVE COURSES (12 UNITS)	
Electives may be selected from the following:	
Consumer Market Research <a href="#">MGT X440.02</a>	3
High Impact Content Strategies, Accelerated with AI <a href="#">MGT X440.05</a>	2
Integrated Digital Marketing Communications: Persuasive Storytelling in the Digital Age <a href="#">MGT X440.06</a>	2
Introduction to Search Engine Marketing (SEO and PPC) <a href="#">MGT X440.07</a>	1
Marketing Principles and the Marketing Plan <a href="#">MGT X440.10</a>	3
Social Media Marketing <a href="#">MGT X476.25</a>	3
Advertising in the Digital Age <a href="#">MGT X440.01</a>	1
Data Analytics and Algorithms <a href="#">MGT X440.03</a>	1
Digital Marketing Master Class <a href="#">MGT X440.04</a>	1
Introduction to Monetization: Lead Generation and Influencer Marketing <a href="#">MGT X440.08</a>	1
Media & Public Relations Strategy for Marketers <a href="#">MGT X440.09</a>	1

**Quarter 3** | **Internship | Professional Experience Completion Time: 12 weeks/3 months**  
Apply your newly acquired skills on the job through a GUARANTEED internship with an American company, where you can capitalize on learning from and with a DIVERSE and MULTI-CULTURAL workforce, to give you insight and perspective from various angles. Our Career Consultants provide personalized, one-on-one guidance to help you find the perfect U.S. company to launch your career!

ONLINE COURSE (12 UNITS)	UNITS
Analyzing the American Workplace <a href="#">MGT X200.7</a>	12

Successful program completion qualifies you to apply for Optional Practical Training (OPT). Upon completion of your Postgraduate Diploma Program, you are eligible for paid employment in the U.S. for up to one year through Optional Practical Training (OPT).  
<https://extension.ucr.edu/opt>



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### ARE YOU READY FOR YOUR NEXT STEP?

Schedule an appointment with an **Advisor** to get started. <https://extension.ucr.edu/advisors>

