

# Professional Certificate in Marketing



## Master Digital Marketing in Less Than a Year

Learn how to deliver on the latest digital marketing trends — user experience, mobile-first, content marketing, and search engine optimization — with SDSU’s Professional Certificate in Marketing.

The program is a partnership with SDX — San Diego’s premier media, marketing, and technology firm for brands, agencies, publishers, and startups. It’s ideal for marketing professionals, entrepreneurs, or anyone who manages their own media and digital marketing efforts.

### What sets the program apart?

- Instructors are recognized leaders and innovators in the field
- Pursue the certificate or take just the classes you need
- Complete in as few as 9 months
- Classes held one evening a week for 4–6 weeks
- Estimated cost of \$2,792 | Textbooks not included
- No prerequisites or application

### Fall Classes Start Sept. 5 | Register Now

#### Defining and Positioning a Brand

Rebecca Tall Brown | Sept. 5–Oct. 3 | Thursdays | 6–9 pm

#### Market Research and Analytic

Jason Methner | Sep. 30–Oct. 28 | Mondays | 6–9 pm

#### Developing an Integrated Marketing Plan

Randy Gerson | Nov. 5–Dec. 17 (no class Nov. 26)

Tuesdays | 6–9 pm

### Spring 2020 Classes

#### Media Buying and Selling | Jan. 8–29

#### SEO Strategies that Drive Profitability | Feb. 4–Mar. 10

#### Content Marketing Strategy and User Experience |

Mar. 17–Apr. 21

#### Social Media Strategies for Business | Apr. 21–May 26

To register, go to [neverstoplearning.net/marketing](https://neverstoplearning.net/marketing).

#### Labor Analysis – Marketing Manager – Nationwide

Job Postings  
Last 12 months  
**153,720**

Projected Growth  
Over 10 years  
**+10.10%**

Avg. Salary Range  
**\$56,000–\$99,000**

Source: Burning Glass Technologies, 2019

For more information, please email [marketing.ces@sdsu.edu](mailto:marketing.ces@sdsu.edu) or call (619) 594-3946.

[neverstoplearning.net/marketing](https://neverstoplearning.net/marketing)

SDSU Research Foundation Program



College of  
Extended Studies

*never stop learning<sup>sm</sup>*