

Professional Certificate in Marketing and Media



The marketing field is a magnet for those who want interesting, diverse, challenging, and creative work. Successful marketing professionals are able to combine creative, out-of-the-box thinking with strategic planning and research skills, a savvy understanding of consumer psychology, and more.

SDSU's College of Extended Studies and the San Diego Ad Club have come together to offer this program. It's designed for early-to mid-career marketing, advertising, public relations, media, and sales professionals, as well as anyone who wants to enter these exciting careers.


The Certificate

Earn this certificate by completing six of the following eight courses: *Defining and Positioning a Brand, Creating the Marketing Plan, Developing the Creative Brief, Interactive Marketing Strategies, Media Planning and Buying, Mobile Marketing, Media Sales, and Generating Ad and Marketing Campaigns that Work.*

We recommend students new to the marketing field take *Defining and Positioning a Brand* and *Creating The Marketing Plan* first.

Location of Classes

SDSU Extended Studies/Gateway Centers, corner of Campanile Drive and Hardy Ave.

 **Textbook Required:** Textbook/course material information is available at www.sdsu bookstore.com/es; just use your five digit schedule number when selecting a course.



**Register early!
Class sizes
are limited.**



Endorsed by the
San Diego Ad Club

The College of Extended Studies is a state-approved provider for the Federal Workforce Investment Act for this program.

www.neverstoplearning.net/marketing

For further details on the program and courses, please contact **Melissa Abeyta** at (619) 594-1138 or mabeyta@mail.sdsu.edu, using priority code IP092.



Professional Certificate in Marketing and Media

Spring 2012 Courses

Defining and Positioning a Brand

Kick off the Marketing & Media program by learning how to identify and understand your target market(s) and create and position a brand identity. In this fast-paced course, you'll learn how to differentiate your company from the competition, how to position a brand in the marketplace by creating a cohesiveness of internal efforts and focus, and how consumer perceptions are formed from brand execution, advertising, and marketing communications.

Instructor: Gaetan Fraikin, CEO/Audacity chief at Audacity, Inc.

Noncredit Course No. MM 0010

Schedule No. 12SP 99321 PR

Dates: Wednesdays, Jan. 25-Feb. 15, 6-9 pm

Last Day to Register: Jan. 25

Fee: \$279 | **Ad Club Members & Preferred Partners:** \$249

Creating the Marketing Plan

A plan is just like a map. If you don't have one, you won't get to where you want to go as quickly and easily as you should. This course teaches you marketing plan basics, from completing a competitive assessment to creating a strategic communications platform. You'll learn what's required to move from planning to action, evolving your plan with changing conditions. Key topics include: working through the planning process, identifying your "value proposition," using market research effectively, determining your competitive business profile, setting practical goals and objectives, cultivating strategies, and measuring results. Students will also learn how to distill the plan's primary elements into an "elevator pitch" format, and how to anticipate - and respond - to boardroom-caliber questioning.

Instructor: John Stoepler, vice president of corporate development and strategic planning, Mentus.

Noncredit Course No. MM 0006

Schedule No. 12SP 99322 PR

Dates: Wednesdays, Feb. 22-March 14, 6-9 pm

Last Day to Register: Feb. 22

Fee: \$279 | **Ad Club Members & Preferred Partners:** \$249

NEW Developing the Creative Brief

The creative brief is a collaborative planning tool widely used by advertising agencies and marketing professionals when designing or implementing a marketing program. You will learn why it is key in developing innovative and breakthrough creative ideas, and how it helps focus the group's thoughts on analyzing the best method of approaching a specific marketing problem. You also will learn how the brief helps create a common language and better cooperation between account planners and creatives, reducing internal challenges, conflicts, and the potential for wasting costly time. Using the brief also will help you to evaluate the creative and ensure it is on strategy.

Instructor: Robert Chisholm, advertising manager, Hewlett-Packard.

Noncredit Course No. MM 0013

Schedule No. 12SP 99280 PR

Dates: Wednesdays, March 21-April 11, 6-9 pm

Last Day to Register: March 21

Fee: \$279 | **Ad Club Members & Preferred Partners:** \$249

Interactive Marketing Strategies

Interactive marketing is no longer experimental: it's a key component of any up-to-date marketing plan. Participants in this course will examine successful online campaigns and noteworthy web phenomena, and learn the practical know-how necessary for interactive marketing success: the principles of search engine optimization (SEO), models for online pricing and distribution, methods to reach the increasingly valuable iPhone and mobile marketing sectors, and tools to create and implement effective social media and viral marketing plans.

Instructor: Jenn Baker, president/media director, VernonMack.

Noncredit Course No. MM 0011

Schedule No. 12SP 99323 PR

Dates: Wednesdays, April 18-May 9, 6-9 pm

Last Day to Register: April 18

Fee: \$279 | **Ad Club Members & Preferred Partners:** \$249

www.neverstoplearning.net/marketing

SDSU Research Foundation Program