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Build your business savvy in Marketing

Create demand for your career skills with a Marketing certificate from the University of Washington. Use your knowledge to help companies create go-to-market strategies, surpass the competition and win customers.

Open New Doors with Marketing Expertise

In today's global and fast-paced economy, companies need help more than ever to build a strong brand, target messages, and win in competitive markets. In fact, marketing positions are expected to grow faster than jobs in other fields in the next few years, according to the Guide to Careers and Occupations in Washington State.¹

Be part of this dynamic and in-demand profession. Develop a powerful marketing foundation with a certificate in Marketing from the University of Washington.

- Strengthen your marketing management skills
- Learn innovative methods for communicating in a systemic and integrated way
- Become more effective with direct mail, Internet ads, and point-of-sale campaigns
- Gain real-life experience as you work with a team to solve marketing problems for actual companies

Get a Marketing Education that Impacts the Bottom Line

This program gives you the opportunity to network with other professionals and managers as you make connections that you'll value throughout your career.

You'll benefit from the experience and insights of course instructors who have teaching experience and extensive first-hand expertise in marketing.

Active learning with case studies, group projects and discussion of real-life situations will enable you to make a real impact on the bottom line of your business.

Best of all, the Marketing program provides convenient access for working professionals.

¹Published by the Workforce Training and Education Coordinating Board

Marketing jobs and specializations on the rise today include:

- Branding
- Online marketing
- Marketing strategy
- Public relations
- Search engine marketing
- TV or print advertising
- Marketing communications
- Database marketing
- Market research
- Event planning
- Marketing consulting
- International marketing
- Sales communications
- Product launches
- Direct marketing
- Promotional marketing

Marketing Certificate Courses

The Marketing certificate is designed to help you create an exciting and dynamic marketing program for your company or advance your career. The following courses are required for the Marketing certificate:

Learning about the Customer

Get an introduction to key marketing concepts and terminology with an emphasis on understanding and addressing customers' needs.

Communicating with the Customer

Learn innovative strategies in developing new channels for delivering your message, building a brand, and increasing return on investment.

Marketing Practicum

Work in a team to create an integrated marketing plan to solve marketing problems for real companies in the Puget Sound area.

About UW Extension

Learning through UW Extension gives working professionals the quality education that will take your career to the next level, whether you long for a promotion or a shift to a completely new field. All UW Extension programs are designed by UW faculty, industry experts and community leaders. To ensure you receive first-rate instruction, every UW Extension program must be approved by the corresponding University of Washington academic department. UW advisory boards are continually reviewing programs and updating the curriculum to meet the evolving demands of specific fields.

The University of Washington is one of the oldest state-supported institutions of higher education on the West Coast, and one of the preeminent research universities in the world. With nationally ranked academic excellence, facilities, and a diverse student and faculty population, the UW is a leading-edge university with global influence.

About UW Certificate Programs

You already work hard at your existing job, and going back to school is a serious commitment. That's why UW certificate programs are designed around you, with flexible schedules and a choice of part-time, full-time or even online study, depending on the program. A UW certificate gives you the knowledge and credibility to open doors for the rest of your professional life, whether you're moving up the career ladder or switching careers all together.

Learn more about the program

For complete details, visit the Web site:

➔ WWW.EXTENSION.WASHINGTON.EDU

Attend an information meeting.

Interested in a certificate? You can ask questions and meet instructors and former students at these free meetings. For meeting dates, times and locations, please go to our Web site.

Questions? Ask away

Give us a call:

📞 206.685.8936 OR 1.800.506.1325

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➔ CERTIFICATE@EXTN.WASHINGTON.EDU

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