

**SAN FRANCISCO STATE UNIVERSITY  
COLLEGE OF EXTENDED LEARNING**

**Integrated Marketing Program  
Application for Certificate of Completion**

Date: \_\_\_\_\_

Name: \_\_\_\_\_  
(Printed on Certificate) \_\_\_\_\_ SFSU ID#: \_\_\_\_\_

Address: \_\_\_\_\_ Day Phone: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Ending date of last course: \_\_\_\_\_ Email: \_\_\_\_\_

Any other name you have used at SF State: \_\_\_\_\_

**Minimum requirements: Complete six (6) required courses for a total of 7.2 CEUs.**

<u>Course #</u>	<u>Course Title</u>	<u>CEUs</u>	<u>Semester/Year Completed</u>	<u>(office Use Only) Grade</u>
<b>Required Courses:</b>				
MKTG 9601	Essentials of Integrated Marketing	1.2	_____	_____
MKTG 9005	Market Research Basics	1.2	_____	_____
MKTG 9617	Brand Strategies	1.2	_____	_____
MKTG 9624	Maximizing Searching Engine Marketing	1.2	_____	_____
MKTG 9625*	Internet Marketing Now: Social Media + More	1.2	_____	_____
MKTG 9626	Putting It All Together: Integrated Marketing Campaigns	1.2	_____	_____
MKTG 9629	PR Strategies for the Social Media Age	1.2	_____	_____
<b>TOTAL</b>		_____		

\*Students enrolled prior to Spring 2011 may use MKTG 9625 to fulfill the certificate requirement.

APPROVED  NOT APPROVED

Program Director: **Lauren Vanett** \_\_\_\_\_  
Signature Date

**Please enclose check or money order for \$50 non-refundable application fee, made payable to SFSU CEL, and mail to:**

**Integrated Marketing Program, SF State Downtown Campus  
835 Market Street, 6<sup>th</sup> Floor, San Francisco, CA 94103-1901**