



COLLEGE OF EXTENDED LEARNING
 San Francisco State University
 Downtown Campus
 835 Market Street, 6th Floor
 San Francisco, CA 94103-1901
 www.cel.sfsu.edu

MARKETING PROGRAM Certificate Application

Date: _____

End semester/year of last course: _____

Student Name _____
 (printed on certificate): _____ SFSU ID#: _____ Day Phone: _____

Address: _____ Email: _____

City, State & Zip: _____ Other name(s) used at SFSU: _____

REQUIREMENT: Complete the **four (4)** courses in each Fast-Track section to earn the subsequent Fast-Track Certificate. Complete all **twelve (12)** courses to earn the Marketing Program Certificate of Completion.

#	Required Courses	CEUs	Semester/Year Completed	OFFICE USE ONLY Grade
Fast-Track Marketing Essentials				
9100	Marketing Principles	1.2		
9120	Market Research and Consumer Behavior	1.2		
9140	Brand Building: Identity, Equity, and Loyalty	1.2		
9160	Copywriting	1.2		
Fast-Track Digital Marketing				
9300	Digital Marketing Essentials	1.2		
9320	Mobile and Location-Based Marketing	1.2		
9340	Search Engine Marketing: SEO and SEM	1.2		
9360	Optimization: Landing Pages, Testing and Analytics	1.2		
Fast-Track Social Media Marketing				
9500	Leveraging Social Media Platforms	1.2		
9520	Social Media Marketing Strategy	1.2		
9540	Effective Social Media Campaigns	1.2		
9560	Metrics and Evaluation	1.2		
TOTAL		_____		

APPROVED NOT APPROVED (reason: _____)

Certificate(s): _____

Program Director: _____

SIGNATURE

DATE

Please enclose your unofficial transcript and a check or money order for a \$50 non-refundable application fee made payable to SFSU CEL for EACH certificate applied for in this application, and mail to:

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