



**COLLEGE OF EXTENDED LEARNING**  
 San Francisco State University  
 Downtown Campus  
 835 Market Street, 6<sup>th</sup> 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
<b>Fast-Track Marketing Essentials</b>				
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		
<b>Fast-Track Digital Marketing</b>				
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		
<b>Fast-Track Social Media Marketing</b>				
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		
<b>TOTAL</b>		_____		

APPROVED       NOT APPROVED (reason: \_\_\_\_\_)

Certificate(s): \_\_\_\_\_

Program Director: **Robert Collins** \_\_\_\_\_  
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, 6<sup>th</sup> Floor, San Francisco, CA 94103-1901**