

**UCLA** Extension

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# WELCOME NEW CERTIFICATE STUDENTS

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Dear New Certificate Students,

Welcome to UCLA Extension, a world-renowned institution providing practical education since 1917. This newsletter showcases some helpful tips to assist you on your academic pursuits. We know you will enjoy your experience with us and look forward to helping you reach your professional goals.

*"The internship enabled me to work at one of the most important investment banks in America, making this an unforgettable opportunity"*

**-Gregory**

International Trade & Commerce  
Certificate

## Let's Get Social!

With social media, connecting with UCLA Extension has never been so simple!

Connect with us for interesting articles, possible internship opportunities and upcoming events!

**Facebook**

UCLA Extension Marketing & Advertising Programs

**LinkedIn Group**

UCLA Extension MGMT

**Twitter**

UCLAextensionMGMT

## Mark Your 2012 Calendar!

**January 9:** Winter Quarter Begins

**February 22:** Gravity Summit

**April 2:** Spring Quarter Begins

**April 17:** Restaurant Conference

**June 25:** Summer Quarter Begins

**September 24:** Fall Quarter Begins

## MESSAGE FROM VAN ANDERSON

Dear Students,

I want to take this opportunity to welcome all those who have recently enrolled in certificate programs I oversee. I am delighted to have you as part of the UCLA Extension family and truly hope each of you take the time to come by our office at some point as members of my team and I would like to personally get to know you and your story. The educational and professional goals of each of you are unique and many times students don't realize the wonderful resources that are available to guide you through our programs that are the most relevant to your needs. We offer many options regarding class selection; daytime, evening, online, and hybrid formats. If you want to spread your courses out over 9 months and apply for employment or what is called Optional Practical Training (OPT), if you would like to discuss internship opportunities, waive duplicate coursework from another

university, substitute a class in your program, or even condense your certificate to only 6 months; these are all discussions we can have with you one on one. I hope to have an opportunity to meet and talk with each of you and look forward to building a lasting relationship. Please remember you are not alone. We are honored to have you as our students and hope your experience with us will be both rewarding and enjoyable.

Deepest regards,

**Van Anderson, MBA**

Program Director

Leadership, Entrepreneurship,

Marketing, International

Trade & Commerce

UCLA Extension

## HIGHLIGHTED COURSES

Internationally recognized, UCLA Extension's Business, Management, and Legal Programs offers courses and training designed to enhance your career and fulfill your professional goals. Found below are some of our many courses.

### Marketing with Google AdWords

X 471.10

This new online course focuses on how to create and manage a Google AdWords account and the ad creation and optimization process for maximum traffic generation.

### NASBITE CGBP Exam Prep Review

777

The NASBITE Certified Global Business Professional (CGBP) designation is a nationally-recognized credential that demonstrates an individual's competency in international business.

### Human Resources Development

X 482.201

This highly interactive course focuses on strategies for assessing, designing, and implementing training and organizational development efforts that positively impact the performance of the individual and the work group.

### Retail Development

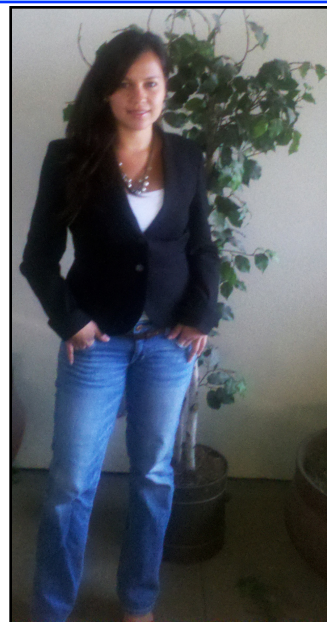
X 432

Designed for retailers and manufacturers, this course examines current strategic retail processes and provides tools to create, maintain, and grow a winning business strategy.

### Strategic Marketing

X 460.35

Get behind the wheel with UCLA Extension and the FORD MOTOR COMPANY! *Strategic Marketing* is a hands on, project-based course that simulates working in an actual marketing department or consulting agency. Using a team structure, students develop a strategic marketing solution to a specific, current challenge faced by the Ford Motor Company. At the conclusion of the course, proposals are presented to the Ford Motor Company senior management team who assess, critique and provide feedback.



"I had the opportunity to share opinions and build relationships with people from all around the world"

**-Jessika**

International Trade & Commerce Certificate with concentration in Global Business Management

## SIX-MONTH SAMPLE SCHEDULE #1

### Six Month **Marketing Certificate**

This schedule blends accelerated, daytime courses with evening courses.

Daytime courses appear in yellow, evening courses in blue, and online courses in orange.

#### 1st Quarter: January 9 - April 1, 2012

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Marketing Principles and Practices TuTh 1-4p											
Writing for Marketing and Advertising Tu 7-10p											
Consumer Market Research Wed 7-10p											
Integrated Marketing Communications Th 7-10p											
						Ethics in Marketing and Advertising Tu 630-930p					
						Social Media Marketing TuTh 9a-12p					

#### 2nd Quarter: April 2 - June 24, 2012

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Strategic Marketing Mon 630-930p											
The Power of Brand: Brand Management Tu 630-930p											
Web Analytics (Online)											
						Global Marketing and Strategy MonWed 1-4p					

**SIX-MONTH SAMPLE SCHEDULE #2****Six Month General Business Studies Certificate with Concentration in Marketing**

This schedule blends accelerated, daytime courses with evening courses.

Daytime courses appear in yellow and evening courses in blue.

**1st Quarter: January 9 - April 1, 2012**

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Marketing Principles and Practices TuTh 1-4p											
The Power of Brand: Brand Management Tu 630-930p											
Principles of Professional Selling Th 630-930p											
						Management Theory, Policy, and Process MonWed 9a-12p					
						Social Media Marketing TuTh 9a-12p					

**2nd Quarter: April 2 - June 24, 2012**

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Leadership Communication Strategies MonWed 1-4p											
Introduction to International Business TuTh 9a-12p											
			Developing a New Business TuTh 1-4p								
						Global Marketing and Strategy MonWed 1-4p					

**Students must also take either Business Ethics or Ethics in Marketing and Advertising (not shown in above schedule).**

**CONCENTRATION IN SOCIAL MEDIA & WEB ANALYTICS**

*"From living in the amazing city of L.A. to attending one of the finest universities in the world to being instructed by CEOs, Presidents and Managers, studying at UCLA Extension was one of the best decisions of my life."*

**-Oriol**

Marketing Certificate

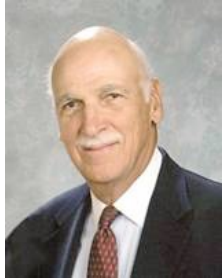
offering seminars and courses on Social Media since 2007. The number of course offerings has increased and evolved to reflect current trends and topics within the field. To complete a concentration in Social Media and Web Analytics, students will need to complete the core requirements of the Marketing Certificate as well as earn 12 units from the following courses:

- MGMTX 460.394** New Media Marketing (4 units)
- MGMTX 460.398A** Social Media Marketing (4 units)
- MGMTX 463.01** Advertising in the Digital Age (4 units)
- MGMTX 470.10** Web Analytics (4 units)
- MGMTX 471.10** Marketing with Google AdWords (4 units)
- ARTX 481.23A** Social Media for Designers (4 units)
- ARTX 481.99AF** User Experience Design (4 units)
- COMM X 425** Best Practices in Social Media for the Communications Professional (2 units)
- COMM X 478.5** Crisis Management and Communications: Safeguarding Image and Viability (2 units)

**Marketing Certificate with Concentration in Social Media & Web Analytics, CF583**

The social web is increasingly becoming a necessity to any company's strategic marketing plan. UCLA Extension is proud to offer a new Marketing Certificate with a concentration in Social Media and Web Analytics. We have been

## GETTING TO KNOW YOUR INSTRUCTORS



**Mark Buckman**

*International Trade & Commerce*

Mark E. Buchman is a semi-retired financial executive, currently engaged in consulting in banking and finance, and Asian business. He is a founding investor and a director of Pacific Commerce Bank, the only bank in the U.S. aimed at the Japanese-American market. He is also an instructor at UCLA Extension in international finance, money and banking and Asian business. His consulting business is conducted through PacRim Financial Consultants. He joined Union Bank in Los Angeles in 1982, and was appointed by President Reagan as President/CEO of the Government National Mortgage Association ("Ginnie Mae"). After returning to Los Angeles in 1989, he was President/CEO of two community banks. As Chairman Emeritus of the Japan America Society of Southern California, he is leading an endowment drive for the Society.



**Alexandre Nascimento**

*Marketing, Global Sustainability*

Alex has worked on developing communications & marketing strategies for Warner Music Group, Merrill Lynch and Polo Ralph Lauren in New York. In addition to his international experience in the USA and Europe, Alex has held positions at top Latin American marketing services agencies in Brazil, where he also completed a Masters in Marketing. While working for WPP (the world's largest marketing conglomerate) in both Hong Kong and Los Angeles, Alex led marketing & branding efforts for Fortune 500 companies such as Coca-Cola.



**Nance Rosen**

*Marketing*

CNBC named Nance Rosen, "America's Job Coach." Investor's Business Daily featured her in its Managing for Success column. Over 420 media outlets cover Nance on Business Communication, Personal Branding, Marketing and Business Success. She's a former marketing executive with The Coca-Cola Company, the number one most recognized brand in the world. The first woman director of marketing in the Fortune 500 technology sector, past president of the Medical Marketing Association and a successful serial entrepreneur,

Nance is now CEO of NanceSpeaks! and Executive Publisher at Pegasus Media World. In 2009, she produced a Wall Street Journal bestseller, BusinessWeek bestseller and the number one sales book on Amazon. The author of Speak Up & Succeed and the Library of Success, Nance is a world-class speaker, an instructor at UCLA Extension and a business and career coach for success-minded clients.



**Rachel Choppin**

*Human Resources*

Rachel Choppin is an accomplished teacher, human capital consultant and career counselor with 20 years experience in facilitating professional and leadership development over three continents. She is passionate about creating interactive learning experiences and bringing out the best in people, and excels in engaging participants in applying learning in real time and contributing to their organization's success. Rachel has successfully hired, coached, trained and transitioned hundreds of professionals both as a VP of HR and as a consultant. She has consulted and conducted training with organizations such as Boeing, Northrop Grumman, Nielsen, Newegg, Ingersoll-Rand, Razor USA, Intercare Therapy, Klune Industries, Medtronic, Advanced Medical Review, the City of Sacramento, the Metropolitan Water District of Southern California, UC Davis, UC Santa Cruz and Stanford Universities.



**Scott Hindell**

*Entrepreneurship*

C. Scott Hindell is Principal of Hindell Consulting where he specializes in concept and strategy development. Mr. Hindell assists entrepreneurs, designers, and management for all types of industry in the generation, development and articulation of innovative solutions. Additionally, Mr. Hindell has 23 years of teaching experience. He teaches a variety of course titles and subjects for UCLA Extension and Los Angeles Community College (West Los Angeles College and LA Mission College), along with other custom programs and workshops for businesses and organizations, primarily in the area of business, management, and design. Mr. Hindell also teaches part of the UCLA Extension Instructor Development Program as a Master Teacher. Mr. Hindell is recognized as a value innovation specialist, and has spoken at conferences and events in the US and abroad on the topic.

## WEBSITE KEY REFERENCE POINTS

### Career Spot

[uclaextension.edu/spotlights/CareerSpot.aspx](http://uclaextension.edu/spotlights/CareerSpot.aspx)

Job Board, Resume Critique, Career Counseling

### BruinCard

[uclaextension.edu/str/BruinCardFAQ.aspx](http://uclaextension.edu/str/BruinCardFAQ.aspx)

Extension Certificate Student BruinCard FAQs

### My Extension

[uclaextension.edu/myextension](http://uclaextension.edu/myextension)

View/Print Grades and Enrollment History, Request an Official Transcript, Obtain Enrollment Verification, Change Credit Status, Request a Refund, Withdraw from a Course

### Business, Management & Legal Programs Sub-site

[uclaextension.edu/bam](http://uclaextension.edu/bam)

The department sub-site offers comprehensive information regarding all courses and certificates.

### Student Resources

[uclaextension.edu/str/studentResources.aspx](http://uclaextension.edu/str/studentResources.aspx)

Financial Aid, Academic Calendar, Bookstores, Parking, Certificate Candidacy, Catalog Request and FAQs



*"The atmosphere in class is very pleasant and requires a lot of interaction with the professor. You can always speak up and be heard"*

**-Alina**

Business Administration Certificate  
with concentration in International  
Trade & Commerce

## GETTING TO KNOW YOUR STUDENT AFFAIRS OFFICER

### Eric Hubert - Student Affairs Officer.

Eric is an available resource for information such as: program planning, advising on academic matters, Extension policy, questions about internships and the enrollment process.

"As Student Affairs Officer, I counsel both prospective and current students on our various certificate programs. I make every effort to assist students in attaining their professional goals while maintaining the

academic integrity of Extension and our programs. On a day-to-day level, this involves meeting with students; evaluating transcripts and academic progress; helping plan their course schedules; advising on a myriad of Extension policies and procedures; overseeing our internship program; and participating in career events, program orientations, and educational fairs. Hopefully I can help each of our students achieve a rewarding experience as they progress through our certificate programs."

## STAY IN TOUCH ONLINE

**Like us on Facebook FOR A CHANCE TO WIN FREE ENROLLMENT!**

UCLA Extension Marketing & Advertising Programs

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**Join our group on LinkedIn!** UCLA Extension MGMT