

SCHOOL OF **CONTINUING EDUCATION**

Fall 2017

DIGITAL MARKETING

Professional Development Courses and Certificates



WHAT'S
INSIDE

Digital
Marketing

Managing
Digital Content

Social Media
Manager



DIGITAL MARKETING CERTIFICATES

Digital marketing technology changes rapidly, you can stay current with a certificate or individual course from UWM. Instructors with real-world experience provide hands-on training in digital marketing, social media and managing digital content.

Digital Marketing Certificate

From building an effective digital content strategy to marketing analytics, you'll gain a better understanding of the marketing tools and knowledge needed to succeed in this rapidly changing landscape.

Earn the certificate by completing 3 core courses and 2 elective courses within 2 years.

Managing Digital Content Certificate

Content is vital for increasing brand awareness and engagement with prospects throughout the buyer's journey. The amount of content produced by organizations increases each year, and this massive amount of information must be managed. Learn how to effectively create, deliver and manage dynamic, digital content for your organization.

Earn the certificate by completing 6 core courses and 2 elective courses within 2 years.

Social Media Manager Certificate **ONLINE**

Complete this 12-week, online certificate at work or on your own time from the comfort of your Internet connection. Learn how to identify business opportunities that can be supported by social media, how to align social media efforts with organizational goals, how to plan for and manage content and more.

Earn the certificate by completing the 12-week online course.

Customized Training

We can bring our courses to your site and customize them to meet your specific needs. Email sce-customized@uwm.edu or call 414-227-3264.

Flexible Course Formats

Courses are offered in person, online or in a blended format for maximum convenience. All courses may be taken individually or as part of a certificate program.

UPCOMING COURSES

Adobe Illustrator - Basics

5026-10188 Nov 16
\$374

Adobe InDesign - Basics

5026-10189 Sept 28
\$374

Adobe Photoshop - Basics

5026-10187 Oct 31
\$374

Building an Integrated Digital Content Marketing Strategy **BLENDED**

5026-10175 Nov 3-17
\$924

Email Marketing and Marketing Automation: Using Email to Nurture and Drive Sales

TBA

Foundations for Effective Digital Marketing **ONLINE**

5026-10303 Oct 2-29
\$899

Improve Marketing Results Using Advanced Analytics Techniques

5026-10203 Nov 9
\$374

Introduction to Digital Marketing Analytics

5026-10174 Oct 10
\$374

Paid Media - Reaching Your Target Audience **BLENDED**

TBA

SEO - Definitive Guide to Higher Ratings

5026-10206 Dec 5
\$374

Social Media Manager Certificate **ONLINE**

5026-10217 Sept 25-Dec 17
\$2,499

User Centered Design for Web and Mobile – Planning Digital Experiences that Work for Business and Users

TBA

NEW What's New in Social Media: Leveraging Trends to Build a Successful Social Strategy

5026-10318 Oct 19
\$374

Writing Web Content That Works **ONLINE**

TBA

REGISTER EARLY AND SAVE

Register

Online: uwm.edu/sce-digital

Choose the "courses" tab to view course descriptions then click the "register now" button.

Phone: 800-222-3623

Monday-Friday 8am-5pm

Location

UWM School of Continuing Education
161 W. Wisconsin Ave., 6th Floor
Milwaukee, WI 53203

Parking Information

Visit uwm.edu/sce-directions

For More Information

Pam Nellen
Director of Business & Technology Programs
nellenp@uwm.edu
414-227-3208

Discounts

Register early and save.

AMA members are eligible for a discount on courses. Please contact Pam Nellen for details.



AMERICAN MARKETING ASSOCIATION



UWM SCHOOL OF **CONTINUING EDUCATION**

2017 FALL COURSE SCHEDULE

DIGITAL MARKETING

Professional Development Courses and Certificates

REGISTER TODAY! UWM.EDU/SCE-DIGITAL

For more information contact Pam Nellen at nellenp@uwm.edu or 414-227-3208



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School of Continuing Education

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ⓘ **DON'T FORGET TO USE THESE CODES WHEN REGISTERING**

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