



CERTIFICATE

DIGITAL MARKETING

From building an effective digital content strategy to understanding paid media and marketing analytics, this certificate will allow you to gain a better understanding of the marketing tools and knowledge needed to manage in this rapidly changing landscape.

Whether you are just starting your career, or getting up to speed on digital concepts, this program provides key skills for marketers at all levels. Learn from industry experts through hands-on, interactive exercises and discussions, yielding deliverables you can take to your management team.

AMA members are eligible
for a discount on courses.

Please contact
Pam Nellen for details.

IN PARTNERSHIP WITH



Who should attend

Those responsible for any aspect of marketing within their organization. Candidates for the Digital Marketing Certificate should have a degree in marketing or a related field, and/or two years of marketing-related experience.

Benefits and learning outcomes

- Gain relevant digital marketing skills from an accredited university
- Benefit from a comprehensive curriculum that provides the fundamental and advanced skills required for well-rounded digital marketers
- Experience a mentored program structure that allows you to work closely with instructors who are leading experts in the industry
- Walk away with program deliverables for your organization that help you go beyond listening to doing

How to earn the certificate

Complete 3 core and 2 electives within two years. The certificate can be customized based on your skill level to meet your specific needs.

For more information contact

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414-227-3208

 **Register Today**

Choose your first class and register uwm.edu/sce-digital or 800-222-3623.

DIGITAL MARKETING CERTIFICATE COURSES

CORE COURSES / Choose 3

Course Title	Fall 2016	Spring 2017	Price
<u>Foundations for Effective Digital Marketing</u> ONLINE	Online: 9/26-10/23	Online: 1/30-2/26	\$899
<u>Introduction to Digital Marketing Analytics</u>	10/11	2/16	\$349
AND			
<u>Improve Marketing Results Using Analytics</u>	11/18	3/30	\$349
<u>Building an Integrated Content Marketing Strategy</u> BLENDED	Online: 10/31-11/13 Face-to-Face: 10/31 full day	Online: 3/10-3/24 Face-to-Face: 3/10 full day	\$899
<u>Paid Media - Reaching Your Target Audience</u> BLENDED	Online: 1/13-2/10 Face-to-Face: 1/13 & 1/27 full day & 2/10 half day	Online: 6/9-7/7 Face-to-Face: 6/9 & 6/23 full day & 7/7 half day	\$899

ELECTIVE COURSES / Choose 2

Course Title	Fall 2016	Spring 2017	Price
<u>Digital Storytelling Using Video</u> NEW, BLENDED	Online: 9/16 - 9/30 Face-to-Face: 9/16 full day & 9/30 half day	-	\$724
<u>Adobe InDesign - Basics</u>	9/20	2/8	\$349
<u>Adobe Photoshop - Basics</u>	10/20	3/21	\$349
<u>Email Marketing and Marketing Automation: Using Email to Nurture and Drive Sales</u>	10/25	5/5	\$399
<u>Writing Web Content That Works</u> ONLINE	Online: 12/5-12/18	Online: 4/24-5/7	\$429
<u>SEO - Definitive Guide to Higher Ratings</u>	12/7	4/26	\$349
<u>Creating a Social Media Content Plan for your Organization - Content Production and Syndication</u> ONLINE	Online: 1/23-2/5	Online: 6/12-6/25	\$429