SCHOOL OF CONTINUING EDUCATION

UNIVERSITY of WISCONSIN UWMILWAUKEE

Digital Marketing

DIGITAL MARKETING CERTIFICATE

Digitize your marketing skills today with a **Digital Marketing Certificate** from UWM SCE! Learn from industry experts through hands on, interactive activities and discussion, yielding deliverables you can take to your management team.

*The certificate can be customized based on your skill level to meet your specific needs.

Contact Pam Nellen for details at 414-227-3208 or nellenp@uwm.edu

Digital Marketing Certificate - Core Courses		Delivery Format	Fall 2014 Course Schedule	Spring 2015 Course Schedule	Price
Choose 3	Foundations for Effective Digital Marketing **NEW**	Online	Online: 9/12 – 9/26/2014 Classroom: 9/12 full day and 9/26 half day	ONLINE ONLY 1/19 – 2/1/2015	$799
	Building an Effective Digital Content Strategy **NEW**	4-weeks, Blended	Online: 10/3 – 10/24/2014 Classroom: 10/3 and 10/17 full day and 10/24 half day	Online: 3/6 – 3/20/2015 Classroom: 3/6 and 3/20 full day	$899
	Digital Analytics Strategy: A Structured Approach to Measuring, Interpreting and Reporting Data **NEW**	4-weeks, Blended	Online: 10/31 – 11/21/2014 Classroom: 10/31 and 11/14 full day and 11/21 half day	Online: 5/1 – 5/22/2015 Classroom: 5/1 and 5/15 full day and 5/22 half day	$899
	Reaching Your Target Audience Through Paid Media	4-weeks, Blended	Online: 1/9 – 1/30/2015 Classroom: 1/9/2015 and 1/23/2015 full day and 1/30 half day	Online: 6/5 – 6/26/2015 Classroom: 6/5 and 6/19 full day and 6/26 half day	$899
Optional	Capstone – Digital Marketing Certificate **NEW**	4-weeks, self-paced, 1-on-1 with mentor	Schedule TBD by participant and mentor	Schedule TBD by participant and mentor	$799
Digital Marketing Certificate - Elective Courses: (Choose 2)					
Digital Marketing	Writing Web Content That Works **NEW**	2-weeks, Online	10/27 – 11/9/2014	6/15 – 6/28/2015	$399
	Introduction to Digital Analytics **NEW**	1-day, Classroom	9/23/2014	2/11/2015	$349
	Advanced Digital Analytics using Google Analytics **NEW**	1-day, Classroom	10/28/2014	3/27/2015	$349
	Deliver the Right Message at the Right Time with Marketing Automation and Personalization Technology **NEW**	1-day, Classroom	11/13/2014	5/20/2015	$399
	SEO - Definitive Guide to Higher Ratings	1-day, Classroom	12/4/2014	4/24/2015	$349
	Managing Projects for Web, Mobile Web and Native Smart Phone App Development	1-day, Classroom		4/17/2015	$324

More Classes on Page 2

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Digital Marketing Certificate - Elective Courses Continued			Fall 2014	Spring 2015	Price
Social Media	Creating Social Media Content Plan for your Organization - Content Production and Syndication NEW	2-weeks Online	9/22 - 10/5/2014	3/16 - 3/29/2015	$429
	Listening and Monitoring Strategies for Social Media NEW	2-weeks Online	10/13 - 10/26/2014	4/27 - 5/10/2015	$429
	Social Media Analytics - Tracking, Measuring and Reporting NEW	2-weeks Online	12/1 - 12/14/2014	6/8 - 6/21/2014	$429
Graphic Design	Adobe Photoshop - Basics	1-day Classroom	10/16/2014	3/4/2015	$324
	Adobe Photoshop - Advanced	1-day Classroom	11/11/2014	3/24/2015	$324
	Adobe InDesign - Basics NEW	1-day Classroom	9/17/2014	2/4/2015	$324
	Adobe Illustrator - Basics NEW	1-day Classroom	12/16/2014	4/30/2015	$324
Web Design	*HTML Part I	1-day Classroom	10/4/2014	2/14/2015	$324
	*HTML Part II	1-day Classroom	12/6/2014	4/18/2015	$324
	*CSS Part I	1-day Classroom	10/25/2014	3/7/2015	$324
	*CSS Part II	1-day Classroom	1/10/2015	5/9/2015	$324
	*User Experience for the Web NEW	1-day Classroom	11/15/2014	3/21/2015	$324

***See prerequisites on course page.**

FOR MORE INFORMATION:

Please contact Pam Nellen at 414-227-3208 or nellenp@uwm.edu

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

IN PARTNERSHIP WITH AMERICAN MARKETING ASSOCIATION