

Social Media

SOCIAL MEDIA MANAGER CERTIFICATE ONLINE

Increase your **skills, earning potential** and **value in the workplace** with a professional certificate in Social Media!

- Gain valuable **knowledge and skills** to effectively create, manage and implement social media programs
- **Create a Social Media Strategy, Plan and Metrics** specific to your organization
- Acquire a **Professional Certificate** in Social Media from Wisconsin's premier public, urban university
- Complete your training **online** – allowing for flexibility and convenience

The **Manager** track of the Social Media Certificate is for individuals responsible for the strategic planning, alignment and integration of social media within their organization. Course elements and curriculum are focused on:

- Identifying business opportunities that can be supported by social media
- Aligning social media efforts to organizational goals
- Delivering a social media strategy, creating content roadmaps and measurement frameworks that integrate social media into the business

The **Social Media Manager Certificate** includes six areas of focus over 12 weeks. For more information on topics covered in each course, visit **SCE-SOCIAL.UWM.EDU**

Social Media Manager Certificate
Fall & Spring Dates

September 21 -
December 13, 2015

February 29 -
May 22, 2016

Social Media Manager Certificate Fee:

\$2,499

Register on-line at: <http://www4.uwm.edu/sce/registration.cfm>

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



<http://www4.uwm.edu/sce/connect.cfm>

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