

SCHOOL OF **CONTINUING EDUCATION**

SPRING 2017

DIGITAL MARKETING

Professional Development Courses and Certificates



**WHAT'S
INSIDE**

Digital Marketing
Managing Digital Content
Social Media Manager

DIGITAL MARKETING

DIGITAL MARKETING CERTIFICATE PROGRAMS

While digital marketing changes rapidly, you can stay current with individual courses or full certificate programs from UWM. Skilled instructors with real-world experience provide hands-on training in digital marketing, social media, and managing digital content. For more information, visit uwm.edu/sce-digital or contact **Pam Nellen** at nellenp@uwm.edu or 414-227-3208.

Digital Marketing Certificate

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

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

NEW Managing Digital Content Certificate

Content is one of the most important business tools when it comes to increasing brand awareness and engagement with prospects throughout the buyer's journey. The sheer 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 7 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 nearest 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 much more.

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

FLEXIBLE COURSE FORMATS FIT YOUR NEEDS

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.

**AMA members are eligible
for a discount on courses.**

Please contact Pam Nellen for details.

IN PARTNERSHIP
WITH



Adobe InDesign - Basics \$349

5026-9256 Feb 8

Adobe Photoshop - Basics \$349

5026-9254 Mar 21

Building an Integrated Digital Content Marketing Strategy \$899 BLENDED

5026-9535 Mar 10-24

*Creating a Social Media Content Plan for your Organization - Content Production and Syndication

ONLINE \$429

5026-9329 Jan 23-Feb 5

5026-9330 June 12-25

NEW Digital Storytelling Using Video \$724

TBA

Email Marketing and Marketing Automation: Using Email to Nurture and Drive Sales \$399

5026-9293 May 5

Foundations for Effective Digital Marketing ONLINE \$899

5026-9346 Jan 30-Feb 26

Improve Marketing Results Using Analytics \$349

5026-9356 Mar 30

Introduction to Digital Marketing Analytics \$349

5026-9259 Feb 16

Paid Media - Reaching Your Target Audience \$899 BLENDED

5026-9248 3 F, Jan 13-Feb 10

5026-9249 3 F, June 9-July 7

SEO - Definitive Guide to Higher Ratings \$349 NEW CONTENT

5026-9251 Apr 26

Social Media Manager Certificate

ONLINE \$2,499

5026-9247 Feb 27-May 21

User Centered Design for Web and Mobile – Planning Digital Experiences that Work for Business and Users \$349

TBA

NEW Web Development Fundamentals \$1048

5026-9268 3 S, Feb 4-25

Writing Web Content That Works ONLINE \$429

5026-9261 Apr 24-May 7

*Note: This course is not part of the Social Media Manager Certificate and may be taken individually.

GENERAL INFORMATION

Register: uwm.edu/sce-registration | 800-222-3623 | 414-227-3200 | Mon.-Fri., 8am-5pm CST

Location: Programs will be held at the UWM School of Continuing Education, 161 W. Wisconsin Ave. SCE is conveniently located in downtown Milwaukee.

Visit uwm.edu/sce-directions for directions, parking information, links to maps, hotel accommodations, entertainment options and more.

ONSITE TRAINING AVAILABLE!

We can bring our courses to your site and customize them to meet your specific needs. Email sce-customized@uwm.edu or call 414-227-3243.

FOR MORE INFORMATION ON COURSES AND CERTIFICATE PROGRAMS

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



COURSES & CERTIFICATE PROGRAMS

DIGITAL MARKETING MANAGING DIGITAL CONTENT SOCIAL MEDIA

Gain valuable knowledge and increase your earning potential in the rapidly evolving areas of digital marketing. You'll learn skills that you can apply to the job immediately, and gain insight from expert instructors.

 **REGISTER TODAY COURSES BEGIN IN JANUARY**
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
161 W. Wisconsin Ave., Ste. 6000
Milwaukee, WI 53203-2602

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