



CERTIFICATE

SOCIAL MEDIA MANAGER

The Social Media Manager 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

Social Media Manager Certificate

Online: 2/27-5/21

\$2,499

IN PARTNERSHIP WITH



AMERICAN MARKETING ASSOCIATION

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

Who should attend

Marketing, PR, communications professionals or those who are responsible for managing the social media function within their organization.

12-Week
Online
Course

Benefits and learning outcomes

- 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
- Understand how Social Media impacts your business goals
- Create Listening and Monitoring Frameworks
- Learn how to plan and manage social content
- Understand Social Media ROI

How to earn the certificate

The Social Media Manager Certificate is earned by completing assigned course work throughout the 12-week, online format.

For more information contact

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