



CERTIFICATE

MANAGING DIGITAL CONTENT

Content is king. It's true.

Getting noticed while still providing informative, interesting content in this overly content-focused world is one of today's biggest marketing challenges. From web to social to blog content, optimizing that content for the best SEO has never been more important.

Learn how to create, deliver and manage dynamic digital content for your organization. Courses focus on content creation, management principles and best practices.

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

IN PARTNERSHIP WITH



Who should attend

Marketing and communications professionals, designers, writers and others responsible for managing and/or producing digital content for their organization. Candidates for the Managing Digital Content Certificate should have a degree in marketing, or a related field, and/or two years of marketing related experience.

Benefits and learning outcomes

- Gain hands-on understanding of how HTML and CSS
- Learn the language of content strategy
- Understand how content links with business goals and your audience
- Content strategy deliverables
- Implement Google Analytics into a website and learn how to capture more meaningful data for your website
- Learn basic concepts of building and editing a website with WordPress
- Understand and apply User-Centered Design (UCD) methodology
- Understand the structure of a variety of written, online content formats and how to use each to reach business and marketing goals
- Optimize content with the latest SEO strategies

How to earn the certificate

Complete 7 core and 2 electives within two years. This certificate can be customized based on your skill level to meet your specific needs.

For more information contact

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 Register Today

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

MANAGING DIGITAL CONTENT CERTIFICATE COURSES

CORE COURSES

Course Title	Fall 2016	Spring 2017	Price
Introduction to Digital Marketing Analytics	10/11	2/16	\$349
Web Development Fundamentals NEW	3 Sat., 10/22, 10/29 & 11/12	3 Sat., 2/4, 2/11 & 2/25	\$1048
Building an Integrated Digital Content Marketing Strategy BLENDED	Online: 10/31-11/13 Face-to-Face: 10/31	Online: 3/10-3/24 Face-to-Face: 3/10	\$899
WordPress Basics NEW	11/4	TBD	\$399
Writing Web Content that Works ONLINE	Online: 12/5-18	Online: 4/24-5/7	\$429
SEO – Definitive Guide to Higher Ratings	12/7	4/26	\$349
User Centered Design for Web and Mobile – Planning Digital Experiences that Work for Business and Users NEW	12/13	5/16	\$349

ELECTIVE COURSES / Choose 2

Course Title	Fall 2016	Spring 2017	Price
Digital Storytelling Using Video NEW, BLENDED	Online: 9/16 - 30 Face-to-Face: 9/16 full day & 9/30 half day	TBD	\$724
Adobe Photoshop - Basics	10/20	3/21	\$349
Creating a Social Media Content Plan for your Organization – Content Production and Syndication ONLINE	Online: 1/23-2/5	Online: 6/12-6/25	\$429