Fall 2017

DIGITAL MARKETING
Professional Development Courses and Certificates

WHAT'S INSIDE

Digital Marketing
Managing Digital Content
Social Media Manager
Digital marketing technology changes rapidly, you can stay current with a certificate or individual course from UWM. Instructors with real-world experience provide hands-on training in digital marketing, social media and managing digital content.

Digital Marketing Certificate
From building an effective digital content strategy to marketing analytics, you’ll gain a better understanding of the marketing tools and knowledge needed to succeed in this rapidly changing landscape.

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

Managing Digital Content Certificate
Content is vital for increasing brand awareness and engagement with prospects throughout the buyer’s journey. The 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 6 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 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 more.

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

Customized Training
We can bring our courses to your site and customize them to meet your specific needs. Email sce-customized@uwm.edu or call 414-227-3264.

Flexible Course Formats
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.
<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
<th>Dates</th>
<th>Price</th>
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<tr>
<td>Adobe Illustrator - Basics</td>
<td>5026-10188</td>
<td>Nov 16</td>
<td>$374</td>
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<tr>
<td>Adobe InDesign - Basics</td>
<td>5026-10189</td>
<td>Sept 28</td>
<td>$374</td>
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<td>Adobe Photoshop - Basics</td>
<td>5026-10187</td>
<td>Oct 31</td>
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<td>Building an Integrated Digital Content Marketing Strategy BLENDED</td>
<td>5026-10175</td>
<td>Nov 3-17</td>
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<td>Email Marketing and Marketing Automation: Using Email to Nurture and Drive Sales</td>
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<td>Foundations for Effective Digital Marketing ONLINE</td>
<td>5026-10303</td>
<td>Oct 2-29</td>
<td>$899</td>
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<td>Improve Marketing Results Using Advanced Analytics Techniques</td>
<td>5026-10203</td>
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<td>Introduction to Digital Marketing Analytics</td>
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<td>Paid Media - Reaching Your Target Audience BLENDED</td>
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<td>SEO - Definitive Guide to Higher Ratings</td>
<td>5026-10206</td>
<td>Dec 5</td>
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<td>Social Media Manager Certificate ONLINE</td>
<td>5026-10217</td>
<td>Sept 25-Dec 17</td>
<td>$2,499</td>
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<td>User Centered Design for Web and Mobile – Planning Digital Experiences that Work for Business and Users</td>
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<td>NEW What’s New in Social Media: Leveraging Trends to Build a Successful Social Strategy</td>
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<td>Writing Web Content That Works ONLINE</td>
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Register EARLY AND SAVE

**Register**

**Online:** uwm.edu/sce-digital
Choose the “courses” tab to view course descriptions then click the “register now” button.

**Phone:** 800-222-3623
Monday-Friday 8am-5pm

**Location**

UWM School of Continuing Education
161 W. Wisconsin Ave., 6th Floor
Milwaukee, WI 53203

**Parking Information**

Visit uwm.edu/sce-directions

**For More Information**

Pam Nellen
Director of Business & Technology Programs
nellenp@uwm.edu
414-227-3208

**Discounts**

Register early and save.

AMA members are eligible for a discount on courses. Please contact Pam Nellen for details.
DIGITAL MARKETING
Professional Development Courses and Certificates

REGISTER TODAY! UWM.EDU/SCE-DIGITAL

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