

# DIGITAL MARKETING CERTIFICATE

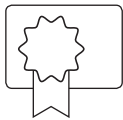


## Who Should Attend

Those responsible for any aspect of marketing or communications within their organization. Candidates for the Digital Marketing Certificate should have a degree in marketing or a related field, and/or two years of marketing-related experience.

## Learning Outcomes

- Gain relevant digital marketing skills from an accredited university
- Benefit from a comprehensive curriculum that provides the fundamental skills required for well-rounded digital marketers
- Experience a mentored program structure that allows you to work closely with instructors who are leading experts in the industry
- Walk away with program deliverables for your organization that help you go beyond listening to doing



## Certificate Requirements

Complete 4 core courses and 2 electives within two years. The certificate can be customized based on your skill level to meet your specific needs.

## How to Start

Start your certificate by selecting courses listed on the back of this page.  
Register for courses online at [uwm.edu/sce/dm-cert](http://uwm.edu/sce/dm-cert) or call **800-222-3623**.

## For More Information, Contact:

Jeanne Zautner, Program Manager  
[jzautner@uwm.edu](mailto:jzautner@uwm.edu)  
414-227-3216

## About the Certificate

Whether you are just starting your career, or getting up to speed on digital concepts, this program provides key skills for marketers at all levels. Learn from industry experts through hands-on, interactive exercises and discussions, yielding deliverables you can take to your management team.

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

## In Partnership With



AMA members are eligible for a discount on courses. Please contact Jeanne Zautner for details.

**Courses fill quickly. Register today!**

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| CORE COURSES   | Spring 2019                           | Price |
|--|---------------------------------------|-------|
| Building an Integrated Digital Content Strategy <b>Blended</b>                                 | Face-to-Face: 3/8<br>Online: 3/8-3/22 | \$899 |
| Foundations for Effective Digital Marketing <b>Online</b>                                      | 2/4-3/3                               | \$899 |
| Improve Marketing Results Using Advanced Analytics Techniques                                  | 3/1                                   | \$349 |
| Introduction to Digital Marketing Analytics  | 2/1                                   | \$349 |
| ELECTIVE COURSES – Choose 2  | Spring 2019                           | Price |
| Adobe InDesign – Basics  | 5/15                                  | \$349 |
| Adobe Photoshop – Basics   | 3/20                                  | \$349 |
| <b>NEW</b> Advertising on Facebook, Twitter and Other Social Platforms                         | 5/7                                   | \$349 |
| Essentials of Leadership   | 4/9-4/10                              | \$845 |
| <b>NEW</b> Google Ads: Getting the Most From Paid Search                                       | 4/4                                   | \$349 |
| SEO – The When, What and How   | 4/9                                   | \$349 |
| <b>NEW</b> What's New in Social Media: Leveraging Trends to Build a Successful Social Strategy | 5/13                                  | \$349 |
| Write High-Impact Copy for Your Website  | 5/3                                   | \$349 |

*Early bird prices are listed where applicable. Check website for early registration deadlines and late registration pricing. If you have existing skills and experience in core areas, certificates can be customized to meet your specific needs.*