

MANAGING DIGITAL CONTENT CERTIFICATE

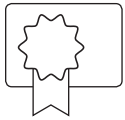


Who Should Attend

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.

Learning Outcomes

- Learn the language of content strategy
- Understand how content links with business goals and your audience
- Create content strategy deliverables
- Implement Google Analytics into a website and learn how to capture more meaningful data for your website
- 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



Certificate Requirements

Complete 6 core courses and 2 electives within two years. This 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/mdc-cert or call **800-222-3623**.

For More Information, Contact:

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414-227-3216

About the Certificate

Content is king. Being noticed while still providing informative, interesting content in this overly content-rich world is one of today's biggest marketing challenges. From web to social, 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. Certificate courses focus on content creation, management principles and best practices.

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 Blended	Face-to-Face: 3/8 Online: 3/8-3/22	\$899
Introduction to Digital Marketing Analytics	2/1	\$349
SEO – The When, What and How	4/9	\$349
User-Centered Design for Web and Mobile – Planning Digital Experiences That Work for Business and Users	2/20	\$349
NEW Video Storytelling: How to Make a Real Connection With Your Audience	2/15; 5/16	\$349
Write High-Impact Copy for Your Website	5/3	\$349
ELECTIVE COURSES – Choose 2	Spring 2019	Price
Adobe Photoshop – Basics	3/20	\$349
Influence Without Authority	3/15	\$345
NEW What's New in Social Media: Leveraging Trends to Build a Successful Social Strategy	5/13	\$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.