Marketing & Technology

FALL 2015

Programs for Professionals in
Marketing
Web
Social
Digital Media
PR

1. Digital Marketing
2. Social Media
3. Web Design & Development
4. Analysis & Database Tools

Digital Marketing • Social Media
Web Design & Development • Analysis & Database Tools
The School of Continuing Education offers professional development for those seeking to acquire new or updated skills to remain competitive in the market place. We look to experts in the field to help guide and teach our curriculum so that it’s current, workplace relevant, and addresses the needs of today’s professionals.

Marketing & Technology Advisory Board

Troy Janisch  
Marketing, Digital & Communications Leader

Steve Robinson  
Digital-First Marketing Consultant, Founder of Brilliant Metrics

Jamey Shiels  
Vice President e-Business, Aurora Health Care

Jeff Larche  
Manager - Digital Marketing, Accenture

Terry Zimmer  
IT Architect, FIS

FOR MORE INFORMATION ON COURSES AND CERTIFICATE PROGRAMS  
Contact Pam Nellen at nellenp@uwm.edu or 414-227-3208.

AMA members are eligible for a discount on courses. Please contact Pam Nellen for details.
Learning new skills can make you more valuable in the workplace, advancing your career and your earning potential. Bridge the gap between your education and today’s job requirements through professional development at the UWM School of Continuing Education. Get hands-on training in Digital Marketing, Social Media, Web Design and Development, and Analysis and Database Tools – all led by skilled instructors with real-world experience.

**Analysis and Database Tools**

Analysis and reporting of data requires knowledge of Microsoft Excel, Access and SQL databases. Learn new skills or increase your proficiency with today’s leading software programs.

For more information on these courses visit [uwm.edu/sce-computerapps](http://uwm.edu/sce-computerapps).

<table>
<thead>
<tr>
<th>Course</th>
<th>Cost</th>
<th>Dates</th>
<th>Program No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Access Level I</td>
<td>$249</td>
<td>Sept. 29</td>
<td>5070-8427</td>
</tr>
<tr>
<td>Microsoft Access Level II</td>
<td>$249</td>
<td>Oct. 29</td>
<td>5070-8424</td>
</tr>
<tr>
<td>Microsoft Access Level III</td>
<td>$249</td>
<td>Nov. 19</td>
<td>5070-8423</td>
</tr>
<tr>
<td>Microsoft Excel Level I</td>
<td>$249</td>
<td>Sept. 24</td>
<td>5070-8499</td>
</tr>
<tr>
<td>Microsoft Excel Level II</td>
<td>$249</td>
<td>Oct. 21</td>
<td>5070-8500</td>
</tr>
<tr>
<td>Microsoft Excel Level III</td>
<td>$249</td>
<td>Nov. 17</td>
<td>5070-8544</td>
</tr>
<tr>
<td>SQL - Introduction</td>
<td>$724</td>
<td>Sept. 15-17</td>
<td>5070-8437</td>
</tr>
<tr>
<td>SQL - Intermediate/Advanced Concepts</td>
<td>$599</td>
<td>Nov. 3-4</td>
<td>5070-8438</td>
</tr>
<tr>
<td>VBA for Excel</td>
<td>$349</td>
<td>Jan. 21, 2016</td>
<td>5070-8429</td>
</tr>
<tr>
<td>From Data Discovery to Data Wisdom: A Hands-on Analytics Class</td>
<td><strong>NEW!</strong></td>
<td>Sep. 17-18</td>
<td>5025-8591</td>
</tr>
</tbody>
</table>

*Fabulous instructor! He provided the class with real world scenarios that can be applied instantly in the workforce.*

- Excel Level I Student, 2015
Social Media

While most organizations are increasing their investment in social media, many are not doing all they can to optimize their efforts and measure ROI. Learn how to manage social media content, create listening strategies and track results.

If you are responsible for the strategic planning, alignment and integration of social media within your organization, the Social Media Manager Certificate will provide a comprehensive understanding of all the components of effective management including how to deliver on a social media strategy and create content roadmaps and measurement frameworks that successfully integrate social media into your business.

For more information on the online Social Media Manager Certificate program or social media courses visit uwm.edu/sce-social.

*Note: These courses are not part of the Social Media Manager certificate and can be taken individually.

Achieving my Digital Marketing Certificate has definitely given me an edge on staying ahead of the digital curve. The instructors live and breathe the constant digital changes marketers face each day.

- Keith Borkowski, Marketing Manager, Soerens Ford
Digital Marketing

The digital marketing landscape is changing more quickly than ever before. Rapid development of technologies used to reach an increasingly empowered and informed target audience has made keeping up with digital marketing tools and practices a challenge. UWM SCE helps you keep pace.

- GAIN relevant digital marketing skills from an ACCREDITED UNIVERSITY
- COMPREHENSIVE DIGITAL MARKETING CURRICULUM provides the fundamental and advanced skills required for well-rounded digital marketers
- MENTORED PROGRAM STRUCTURE allows you to work closely with instructors who are leading experts in the industry
- PROGRAM DELIVERABLES help you go beyond listening to doing. Core courses provide hands-on learning that can be used within your organization
- PROFESSIONAL CERTIFICATES help build your resume and advance your career

For more information on the Digital Marketing Certificate visit uwm.edu/sce-digital

---

ONSITE TRAINING AVAILABLE!

We can bring our courses to your site and customize them to meet your specific needs. Contact Rachelle Perotto at sce-customized@uwm.edu or 414-227-3243.

---

Adobe Illustrator - Basics  $349
Dec. 2  Program No. 5026-8442

Adobe InDesign - Basics  $349
Sept. 30  Program No. 5026-8445

Adobe Photoshop - Basics  $349
Nov. 5  Program No. 5026-8444

Advanced Digital Marketing Analytics Using Google Analytics  $349
Nov. 10  Program No. 5026-8541

Building an Effective Digital Content Strategy  $899
Oct. 30-Nov. 13  Program No. 5026-8469

Digital Analytics Strategy: A Structured Approach to Measuring, Interpreting and Reporting Data  $899
Feb. 26-Mar. 18, 2016  Program No. 5026-8452

Foundations for Effective Digital Marketing  $899
Sept. 21-Oct. 18  Program No. 5026-8436

Introduction to Digital Marketing Analytics  $349
Oct. 9  Program No. 5026-8539

Marketing Automation and Personalization - Deliver the Right Message at the Right Time  $399
Oct. 13  Program No. 5026-8431

Paid Media - Reaching Your Target Audience  $899
Jan. 29-Feb. 19, 2016  Program No. 5026-8432

SEO - Definitive Guide to Higher Ratings  $349
Nov. 18  Program No. 5026-8440

Writing Web Content That Works  $429
Nov. 30-Dec. 13  Program No. 5026-8433

---

LEGEND:  = Online  = Blended
Web Design and Development

Coming in 2016!

Updated Web Certificate Programs:

- New courses
- Current, relevant topics
- Curriculum that reflects the rapidly changing web industry
- Taught by industry experts
- Courses provide hands-on skills

To discuss how these new Web Certificate programs will impact your web skills, contact Pam Nellen at nellenp@uwm.edu or 414-232-0958.

“This program was extremely beneficial to me and my company’s marketing efforts. I obtained an advanced understanding of the topics covered and was able to develop an actionable digital marketing plan based on what I learned.”

- Joe Weber, Marketing Manager, Hampel
Register:
uwm.edu/sce-registration
800-222-3623 | 414-227-3200
Mon.-Fri., 8am-5pm CST

Location:
Programs will be held at the UWM School of Continuing Education, 161 W. Wisconsin Avenue. SCE is conveniently located in downtown Milwaukee.

For the latest information on getting to and from SCE, visit uwm.edu/sce-directions. The webpage includes access to printable color PDFs of current maps, information about parking, public transportation information and other details relevant to our location. Visit uwm.edu/sce-hotels for an abundance of nearby lodging and entertainment options.

Program Cancellations/Refunds
A full refund is issued to program participants if the School of Continuing Education cancels a program for any reason. Participant withdrawals made at least two weeks (14 days) prior to the start of a program can receive a 100% refund. When a participant withdraws less than two weeks prior to the program start, participants may have their fees transferred one time to any currently available program, otherwise participants will receive a refund minus a 20% administrative fee. For programs with a fee of $35 or less, no refund will be given. Once a program has begun, refunds are no longer issued.

More SCE Professional Development:

• BUSINESS
  uwm.edu/sce-business

• BUSINESS ANALYSIS
  uwm.edu/sce-ba

• BUSINESS PROCESS IMPROVEMENT
  uwm.edu/sce-businessimprovement

• HUMAN RESOURCES
  uwm.edu/sce-hr

• LABOR RELATIONS
  uwm.edu/sce-lr

• LANGUAGES
  uwm.edu/sce-languages

• PROJECT MANAGEMENT
  uwm.edu/sce-pm

• SMALL BUSINESS DEVELOPMENT CENTER
  uwm.edu/sce-sbdc

• SOLUTION-FOCUSED BUSINESS PROFESSIONAL
  uwm.edu/sce-business

• TRAINING/ORGANIZATIONAL DEVELOPMENT
  uwm.edu/sce-ttt

LEARN A NEW LANGUAGE
Discover culture, ease your travel experiences and exercise your mind through face-to-face and online LANGUAGE COURSES:

- American Sign Language
- Chinese
- French
- German
- Italian
- Japanese
- Korean
- Polish
- Portuguese
- Russian
- Spanish
- Swedish

uwm.edu/sce-languages
Professional Certificate Programs
Digital Marketing
Social Media
Web Design and Development

- Learn marketable skills
- Advance your career
- Increase your earning potential

REGISTER TODAY
Courses begin in September
uwm.edu/sce-marketingtech

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