

# DIGITAL & SOCIAL MEDIA MARKETING CERTIFICATE

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Learn the strategies and tactics needed for  
digital and social media marketing



THE UNIVERSITY OF  
WINNIPEG

Professional, Applied and  
Continuing Education



## WHO IS THIS PROGRAM FOR?

Digital and social media is in all aspects of business, and continues to be a rapidly evolving field. A wide range of skills in these areas are highly beneficial to employees—from entry level workers to experienced professionals.

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## HOW CAN THIS PROGRAM FIT WITH MY CAREER GOALS?

This program uses the most up-to-date digital and social media marketing tactics and platforms. This approach to learning will ensure you can immediately capitalize on your newly acquired skills. Whether in your current position or while working on a class project—the benefits of learning will be immediate.

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## HOW CAN THIS CERTIFICATE HELP ME?

Through this hands-on, in-depth certificate program, students will gain the knowledge, skills, and confidence to fill a digital and / or social media marketing position. Students will gain exposure to practical tools, digital metrics and analytical tools, digital content development, strategies, and best practices on being an effective digital marketer.

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With only five courses — you can complete this program in just over one year. UWinnipeg alumni receive a **10% discount**.

# LEARN THE LATEST TRENDS IN DIGITAL MARKETING

This program consists of five courses and three seminars, which allows you to tailor the content to your particular area of interest. Students participate in hands-on learning with some of Winnipeg's leading digital marketing experts. Solidify your skills and acquire a university-level credential.

## DIGITAL AND SOCIAL MEDIA MARKETING CERTIFICATE

**Total Hours:** 201 | **Tuition Fees:** \$2,620

### REQUIRED COURSES

- › Digital and Social Media Marketing | \$470
- › Digital Marketing Strategy | \$470
- › Digital Advertising and Email Marketing | \$470
- › Digital Marketing Analytics | \$470

### ELECTIVES (CHOOSE ONE)

- › Digital Content and Storytelling | \$470
- › Visual Content for Digital Marketing | \$470

### CHOOSE THREE ONE-DAY SEMINARS FROM A ROTATING ASSORTMENT OF TOPICS, SUCH AS:

- › Social Media Policy Development | \$90
- › Ethics and Governance in Social Media | \$90
- › Handling Issues and Crisis in Social Media | \$90
- › Social Video and DSLR Workshop | \$90
- › Defining Target Audiences and Creating Personas | \$90

*\*Each course is paid for at time of registration.*

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For upcoming course dates:  
[pace.uwinnipegcourses.ca/timetable](http://pace.uwinnipegcourses.ca/timetable)

## KEY FINDINGS: WINNIPEG MARKETING SECTOR SURVEY\*

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96% of survey respondents anticipated growth in the use of digital and social media in their organization over the next five years.

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Job growth will be reflected in the area of digital and social media due to an increased focus on virtual engagement through social media channels.

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The most desired attributes a digital and social media marketing professional should have included: technical know-how and aptitude; writing and storytelling skills; and a professional understanding of how to leverage social media platforms.

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This program was developed in consultation with a local advisory committee that consisted of voluntary representatives from the following organizations:

Dooley PR  
Direct Focus  
SkipTheDishes  
Bell MTS

Western Financial Group  
Insurance Solutions  
MPG Sport/Mondetta  
New Media Manitoba

Canada's Royal  
Winnipeg Ballet  
McKim  
Communications Group

*\*2017 Survey of 50  
Winnipeg-based companies*

**FOR MORE INFORMATION, VISIT**

**[PACE.UWINNIPEG.CA](http://PACE.UWINNIPEG.CA)**