

DIGITAL & SOCIAL MEDIA MARKETING CERTIFICATE

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 part of 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 professional.

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 ensures 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.

HOW CAN THIS PROGRAM HELP ME?



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

You can complete this program in just over one year.

UWinnipeg alumni recieve a **10% discount**.

LEARN THE LATEST TRENDS IN DIGITAL MARKETING

Set yourself apart in the field of digital and social media marketing. Students participate in hands-on learning with some of Winnipeg's leading digital marketing experts giving them the chance to solidify skills and earn a university-level credential. Customize your learning by choosing from two electives and a wide assortment of seminars to build on our core courses.

DIGITAL & SOCIAL MEDIA MARKETING CERTIFICATE

Total Hours: 201 | Tuition Fees: \$2620

REQUIRED COURSES

- » Digital & Social Media Marketing | \$470
- » Digital Marketing Strategy | \$470
- » Digital Advertising & Email Marketing | \$470
- » Digital Marketing Analytics | \$470

ELECTIVES (CHOOSE ONE)

- » Digital Content & 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 & Governance in Social Media | \$90
- » Handling Issues & Crisis in Social Media | \$90
- » Social Video & DSLR Workshop | \$90
- » Defining Audiences & Creating Target Personas | \$90

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

KEY FINDINGS: WINNIPEG MARKETING SECTOR SURVEY*



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



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.



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.

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
BellMTS

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

Canada's Royal
Winnipeg Ballet
McKim Communications
Group

* Survey of 50
Winnipeg-based companies

FOR MORE INFORMATION, VISIT

[PACE.UWINNIPEG.CA](https://pace.uwinnipeg.ca)