Dear <**insert manager’s name**>,

I am seeking your approval to participate in a social media strategy certification (SMS) exam prep course. The National Institute for Social Media (NISM) conducts an instructor-led, 6-week course that prepares marketing professionals like me to complete their platform neutral, professional certification. I believe completing this course will not only support my professional growth, but it will also help me be more effective in my current role.   
  
The content covered in the course includes:

* Strategic Planning
* Governance and Compliance
* Research and Analysis
* Community Management
* Marketing and Communications
* Project Management
* Basic information about platforms, analytics, and management systems

As you can see from the topics covered for the exam, the course I very thorough and provides a level of social media education that far surpasses a technical platform training class. This prep course and the certification will help me work confidently in the social media marketing space as an informed professional.

I’ve broken down the cost of the SMS prep course below.

Course fees **$1495**   
Exam fee **included in the cost of the course (regularly $395)**  
Textbook **eBook** **included in the cost of the course (paperback $75.95)**  
**Total: $1,495**

After completing research related to available courses that could support my professional growth, I believe this is the best program for me to complete for several reasons.

1. The course is led by NISM certified instructors. Someone will be there through the 6 weeks to facilitate the course and to answer any specific questions that I have.
2. The course is flexible. It is fully online with a weekly webinar (that’s recorded in case I can’t attend live). Being held accountable for weekly goals and exam prep progress will help me stay on track.
3. While I’m in this course, I’ll be learning new tips and keeping up with social media trends. I’ll be able to see the benefits of the course in my current role immediately.
4. The materials covered are strategic in nature, so what I learn – even though it’s in the ever-changing realm of social media – will last. Once I’m certified as a social media strategist (SMS), I’ll be required to complete continuing education credits maintain my certification. This can be done through NISM courses or approved classes offered through other institutions.

Upon my successful certification, I look forward to applying what I have learned to my work and sharing my knowledge with others in our organization.

Thank you for your consideration of this request!

Regards,

<**insert your name**>