

WEB MARKETING AND MEDIA DESIGN, SKILLS COMPETENCY AWARD (SCA)

Overview

This department offers personal and professional, transferable and degree programs in finance. Students interested in the financial services industry should consider the course of study described for the Finance Certificate. Additional courses in personal money management and real estate investment offer opportunities for personal development. These programs have been designed in consultation with leading local professionals. Commercial and investment banks, savings and loans, credit unions, thrifts and finance companies are looking for candidates with these skills.

The International Business Program provides an introduction to the central aspects of international business. Topics include the economic, political and social environments in which we operate; how international activities alter the strategies for success in management tasks of planning, marketing, finance, law and personnel; and the principles associated with the international exchange of goods, services and investments. Unique applied short courses are offered in the spring in international business law and basics of importing and exporting.

Marketing courses are designed to lead people to job opportunities in the fields of advertising, marketing, retail sales, wholesaling and international marketing. Concepts of planning and developing products and services are emphasized, along with studies of packaging, distribution and government regulations.

Requirements

Skills Competency Award Requirements

Complete all department requirements with a "C" or higher or "P" in each course. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Code	Title	Units
Department Requirements		
GDP 110	Media Design	3
MAT 131	Digital Imaging I	3
MAT 153	Web Design I	3
MKT/CIS 220	Introduction to Electronic Commerce	3
Total Units		12.00

Learning Outcomes

1. Demonstrate the ability to investigate, evaluate, and create new internet marketing media opportunities at both a local and global level.
2. Demonstrate the effective use of the basic steps in the strategic planning process necessary for the development of marketing media based venture.
3. Identify the four (4) P's to strategically assess a business or products marketing mix in the sphere of internet marketing.
4. Demonstrate knowledge implemented within the internet and media marketing professions.

5. List and explain the value-chain processes in global internet business as a means of achieving superior quality, efficiency, and responsiveness to the customer.