

Web Marketing & Media Design

2011-12

Total Units Required: 12

<i>2011-12 Course No.</i>	<i>Previous Course No.</i>	<i>Title</i>	<i>Units</i>	<i>Institution & Course No.</i>	<i>Grade</i>	<i>Units (s/q)</i>	<i>Term</i>
• GDP 110.....	(none).....	Media Design.....	3.0	_____			
• MAT 131.....	(111/143ABC).....	Digital Imaging I.....	3.0	_____			
• MAT 153.....	(122/142).....	Web Design I.....	3.0	_____			
• MKT 220.....	(BUSAD 220/MAT 220) ..	Introduction to Electronic Commerce OR ...	3.0	_____			
CIS 220.....	(none).....	Introduction to Electronic Commerce.....	3.0	_____			

Skills Competency Award Requirements: Students must complete the above courses with a grade of C or higher or Pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599. Check your Skills Competency Award progress with DARS U-Achieve at www.sbcc.edu/DARS.

Programs of Study (In alphabetical order)

Accounting (AS)	History (AA)
Accounting/Assistant Bookkeeper I-IV [I-III (D); IV (C)]	Home Health Aide (SCA)
Accounting Information Systems I-III (SCA)	Honors (C/C with highest honors) – 2 emphases available
Acute Care CNA (SCA)	Hospitality (AS/C)
Administration of Justice (AA/AS/C) – 3 emph. available for AS & C, 1 for AA	Hospitality Operations Specialist (SCA)
Advanced Studies in Alcohol and Drug Counseling (SCA)	Human Resource Hospitality Specialist (SCA)
Alcohol and Drug Counseling (AA/C)	Infant/Toddler Development (C)
Animation (AA/C)	Information Technology Management (SCA)
Anthropology (AA)	Interior Design (AA/C)
Applied Photography (AA/C)	International Business (AA/C)
Art (AA) - 2 emphases available	International Marketing Communication (SCA)
Associate Child Care Teacher (C)	Introduction to Teaching English as a Foreign Language (SCA)
Automotive Services & Technology (AS/C)	Journalism (AA/C) – 3 emphases available
Baking and Pastry (SCA)	Landscape Operations (SCA)
Biological Sciences (AA)	Law & Society (AA) - Emphasis in Criminal Justice available
Bio-Medical Sciences (D)	Liberal Arts & Sciences (AA) – 4 emphasis available
Black Studies (AA)	Liberal Studies (AA) – Emphasis in Education
Bookkeeping (SCA)	Manicure (SCA)
Business Admin. (AA/C/SCA) – 3 emphases available for AA, 2 for C, 2 for SCA	Marine Diving Technician (AS/C)
Business Communications (SCA)	Marine Science (D)
Cancer Information Management (AS/C)	Marketing (AA/C)
Certified Nursing Assistant (SCA)	Mathematics (AA)
Chemistry (AA)	Media Arts (AA/C)
Chicano Studies (AA)	Media Design and Development (SCA)
Cisco Networking Associate (SCA)	Medical Coding Specialist (C)
Cisco Networking Professional (SCA)	Microsoft Office Development (SCA)
Commercial Diving (SCA)	Microsoft SQL Server Database Administration (SCA)
Commercial Music (C)	Microsoft Windows System Administration and Security (SCA)
Communication (AA) - 2 emphases available	Middle East Studies (AA)
Computer App. & Office Managem. (AS/C) - 2 emphases available	Mobile Application Developer (SCA)
Computer Information Systems (AS) – Emph. in System Administration available	Mobile Device Administration (SCA)
Computer Network Engineering (AS/C)	Mobile Media Core (SCA)
Computer Networking Technology (SCA)	Music (AA/D)
Computer Proficiency Online (SCA)	Native American Studies (AA)
Computer Science (AS/C)	Natural History (AA/D)
Cosmetology (AS/C)	Nursing - ADN (AS)
Creative Writing (C) – 2 emphases available	Office Assistant (SCA)
Culinary Arts (AS/C)	PC Support/Network Management (C)
Database Programming and Applications Development (C)	Personal Chef Training (SCA)
Diagnostic Medical Sonography (C)	Philosophy (AA)
Digital Darkroom and Color Management for RGB (SCA)	Photo Design (SCA) – 3 awards available
Diversity Issues in ECE (C)	Physical Education (AA) - 3 emphases available
Drafting/CAD (AS/C)	Physics (AA/AS)
Early Childhood Education (AS/C)	Political Science (AA)
Economics (AA)	Post-Professional Practice in ADC (C)
Emergency Medical Technician/Basic (SCA)	Print and Color Management for CMYK (SCA)
Engineering (AA/AS)	Psychology (AA)
English (AA)	Radiography (AS)
Entrepreneurship (SCA) – 3 emphases available	Real Estate (AS/C)
Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C	Sales and Marketing (SCA)
Environmental Studies (AA)	School-Age Care (C)
Esthetician (SCA) – 2 levels available	Sociology (AA)
Ethnic Studies (AA)	Spanish (AA)
Film Production (AA)	Sustainable Horticulture (SCA)
Film Studies (AA)	Technical Writing (SCA)
Finance (AA/C)	Theatre Arts (AA) - 3 emphases available and 1 department award
French (AA)	Transfer – CSU General Education Breadth Pattern (C)
Game Design (D)	Transfer – IGETC (C)
Geography (AA)	Virtualization System Administration (SCA)
Geological Sciences (AA)	Vocational Nursing (AS/C)
Global Studies (AA)	Water Science (C) - 4 options available
Graphic Design & Photography – Graphic Design Concentration (AA/C)	Web Journalism (SCA)
Graphic Design (C)	Web Marketing and Media Design (SCA)
Great Books Curriculum (D)	Web Programming (SCA)
Health Care IT Workforce Training (SCA)	Web Server Administration (SCA)
Health Information Technology (AS)	
Help Desk and Desktop Support (SCA) – 2 levels available	

Key: (AA)=Associate in Arts; (AS)=Associate in Science; (C)=Certificate of Achievement; (D)=Department Award; (SCA)= Skills Competency Award



Santa Barbara City College

Web Marketing and Media Design

2011-12

Skills Competency Award in Web Marketing and Media Design

Upon completion of the Skills Competency Award in Web Marketing and Media Design the following competencies will be achieved:

- Demonstrate the ability to investigate, evaluate, and create new internet marketing media opportunities at both a local and global level.
- Demonstrate the effective use of the basic steps in the strategic planning process necessary for the development of marketing media based venture.
- Identify the four (4) P's to strategically assess a business or products marketing mix in the sphere of internet marketing.
- Demonstrate knowledge implemented within the internet and media marketing professions.
- List and explain the value-chain processes in global internet business as a means of achieving superior quality, efficiency, and responsiveness to the customer.

Job Opportunities

This program will prepare students for working as a Search Engine Marketing Administrator, Site Relations Administrator and Internet Sales Manager.

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