

## Skills Competency Award Requirements

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

### Total Units Required: 12

<i>Current Course No.</i>	<i>Previous Course No.</i>	<i>Title</i>	<i>Units</i>	<i>Institution &amp; 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 <b>OR</b> ...	3.0	_____			
CIS 220.....	(none).....	Introduction to Electronic Commerce.....	3.0	_____			

### Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599.

**Associate Degrees and Certificates of Achievement (In alphabetical order) - For a complete list of programs of study (associate degrees, certificates, skills competency awards and department awards) and requirements, go to [http://www.sbcc.edu/apply/degrees\\_certificates.php](http://www.sbcc.edu/apply/degrees_certificates.php).**

Accounting (AS)  
 Accounting/Assistant Bookkeeper IV (C)  
 Administration of Justice (AA/AS/C)-3 emph. avail (AS&C), 1(AA)  
 Administration of Justice for Transfer (AS-T)  
 Alcohol and Drug Counseling (AA/C)  
 American Sign Language (AA)  
 Animation and Gaming (AA/C)  
 Anthropology (AA)  
 Anthropology for Transfer (AA-T)  
 Applied Photography (AA/C)  
 Art (AA) - 2 emphases available  
 Art History for Transfer (AA-T)  
 Associate Child Care Teacher (C)  
 Automotive Services & Technology (AS/C)

---

Biological Sciences (AA)  
 Black Studies (AA)  
 Business Administration (AA/C) – 3 emphases available for AA, 2 for C  
 Business Administration for Transfer (AS-T)

---

Cancer Information Management (AS/C)  
 Chemistry (AA)  
 Chicano Studies (AA)  
 Commercial Music (C)  
 Communication (AA) - 2 emphases available  
 Communication Studies for Transfer (AA-T)  
 Computer App. & Office Mgmt (AS/C) - 2 emphases available  
 Computer Information Systems (AS) – Emph. in System Admin. available  
 Computer Network Engineering (AS/C)  
 Computer Science (AS/C)  
 Construction Technology (AS/C)  
 Cosmetology (AS/C)  
 Creative Writing (C) – 2 emphases available  
 Culinary Arts (AS/C)

---

Database Programming and Applications Development (C)  
 Diagnostic Medical Sonography (C)  
 Diversity Issues in ECE (C)  
 Drafting/CAD (AS/C)

---

Early Childhood Education (AS/C)  
 Early Childhood Education for Transfer (AS-T)  
 Economics (AA)  
 Economics for Transfer (AA-T)  
 Elementary Teacher Education (AA-T)  
 Engineering (AA/AS)  
 English (AA)  
 English for Transfer (AA-T)  
 Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C  
 Environmental Studies (AA)  
 Ethnic Studies (AA)

---

Film Production (AA)  
 Film and Media Studies (AA)  
 Finance (AA/C)  
 French (AA)

---

Geography (AA)  
 Geography for Transfer (AA-T)  
 Geological Sciences (AS)  
 Geology for Transfer (AS-T)  
 Global Studies (AA)  
 Graphic Design & Photography – Graphic Design Conc. (AA/C)

Health Information Technology (AS)  
 Healthy Aging (AA)  
 History (AA)  
 History for Transfer (AA-T)  
 Honors (C/C with highest honors) – 2 emphases available  
 Hospitality (AS/C)  
 Infant/Toddler Development (C)  
 Interior Design (AA/C)  
 International Business (AA/C)  
 Introduction to Graphic Design (C)

---

Journalism (AA/C)  
 Journalism for Transfer (AA-T)

---

Kinesiology for Transfer (AA-T)

---

Law & Society (AA) - Emphasis in Criminal Justice available  
 Liberal Arts (AA) – Emphasis in Biomedical Sciences  
 Liberal Arts & Sciences (AA) – 3 emphases available  
 Liberal Studies (AA) – Emphasis in Education

---

Marine Diving Technician (AS/C)  
 Marketing (AA/C)  
 Mathematics (AA)  
 Mathematics for Transfer (AS-T)  
 Media Arts (AA/C)  
 Medical Coding Specialist (C)  
 Middle East Studies (AA)  
 Music (AA)

---

Native American Studies (AA)  
 Natural History (AA)  
 Nursing - ADN (AS)

---

PC Support/Network Management (C)  
 Philosophy (AA)  
 Philosophy for Transfer (AA-T)  
 Physical Education (AA) – Emphasis in Athletic/Personal Fitness avail.  
 Physics (AA/AS)  
 Physics for Transfer (AS-T)  
 Political Science (AA)  
 Political Science for Transfer (AA-T)  
 Post-Professional Practice in ADC (C)  
 Psychology (AA)  
 Psychology for Transfer (AA-T)

---

Radiography (AS)  
 Real Estate (AS/C)

---

School-Age Care (C)  
 Sociology (AA)  
 Sociology for Transfer (AA-T)  
 Spanish (AA)  
 Spanish for Transfer (AS-T)  
 Studio Arts for Transfer (AA-T)

---

Theatre Arts (AA) - 3 emphases available  
 Theatre Arts for Transfer (AA-T)  
 Transfer – CSU General Education Breadth Pattern (C)  
 Transfer – IGETC (C)

---

Vocational Nursing (AS/C)

---

Wastewater Technology Education (C)  
 Water Technology Education (C)

**Key: (AA)=Associate in Arts; (AA-T)=Associate in Arts for Transfer; (AS)=Associate in Science; (AS-T)= Associate in Science for Transfer; (C)=Certificate of Achievement**



Santa Barbara City College

# Web Marketing and Media Design

2016-17

## 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.

***SBCC: Your Open Door to Educational Excellence***