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

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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP 110</td>
<td>Media Design</td>
<td>3</td>
</tr>
<tr>
<td>MAT 131</td>
<td>Digital Imaging I</td>
<td>3</td>
</tr>
<tr>
<td>MAT 153</td>
<td>Web Design I</td>
<td>3</td>
</tr>
<tr>
<td>MKT/CIS 220</td>
<td>Introduction To Electronic Commerce</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Units</strong></td>
<td></td>
<td><strong>12.00</strong></td>
</tr>
</tbody>
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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.