

**Student ID:** \_\_\_\_\_  
**Student Name:** \_\_\_\_\_  
**Adviser Name:** \_\_\_\_\_

**Publication: Northwest Vista College Schedule/Catalog  
 2015-2016**  
**Program: Enhanced Skills Certificate, Social Media  
 Communication & Design**  
**Minimum Credits Required:** \_\_\_\_\_

## Enhanced Skills Certificate, Social Media Communication & Design

The Social Media Communication & Design certificate examines the social and cultural ramifications of communication. Students learn to effectively create compelling messages, narrating them in meaningful ways, and crafting strategies to broadcast them to the world using various media communication tools. Students must demonstrate proficiency in basic web design and writing for multimedia platforms. This enhanced skills certificate is to be earned in conjunction with the Associate of Applied Science Degree in Digital Media.

Related Award: Associate of Applied Science in Digital Media

### Certificate Requirements (Total Credit Hours 9)

#### Semester I

Course Name	Term Taken	Grade	Gen Ed
MRKG 2312 - e-Commerce Marketing			
IMED 2309 - Internet Commerce			
RTVB 1310 - Introduction to Mass Communications			

#### Notes:

A course may be used only once to fulfill degree requirements.

The student is encouraged to carefully examine requirements at the transfer institution. Requirements vary from institution to institution and can change from one year to the next.

CIP # 11.0801

#### Notes: