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| AGENDA |  |
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###### **TRANSFER CURRICULUM / DEGREE / CERTIFICATE**

**—TO BE COMPLETED BY DIVISION OFFICE—**

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| **Division/Originating Office** | | | | | | Business and Technology | | | | | | | | | |
|  | |
| **Originated By** | | | | **Pamela Bilodeau / Amelia Garripoli** | | | | | | | Date | | | **9/21/16** | |
|  | |
| **Program Title** | | | | **Social Media Content Management** | | | | | | | | | | | |
|  | |
| **Program Type** | | |
| **AA: Associate in Arts (DTA)** | |  | | **AS: Associate of Science** **(Transfer) Track 1** | |  | **AS: Associate of Science** **(Transfer) Track 2** |  | **AAS-T: Associate in Applied Science-Transfer** | |  | **AAS: Associate in Applied Science** | |  |

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| **ATA: Associate in Technical Arts** |  | **Certificate of Specialization** **(61+ cr)** |  | **Certificate of Proficiency** **(45-60 cr)** |  | **Certificate of Completion** **(20-44 cr)** |  | **Certificate of Recognition (10-19 cr)** | **X** |

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| **Add program** | | | **X** | | **Change Program** |  | **Delete Program** | | |  | |
|  |
| **Describe Changes** | | |  | | | | | | | | | |
|  |
| **Minor Action** | |  | | **Significant Action** | | **X** | |
|  |
| **Publication Academic Year (Subject to State Board Approval)** | | | | | | | | | **2017-18** | |

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| **DIVISION/AREA ADMINISTRATOR APPROVAL** Signature Date |

**—TO BE COMPLETED BY THE VICE PRESIDENT OF INSTRUCTION—**

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| **STATE BOARD APPROVAL**  **Not Required** Required and Received -- WFD Initial/Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| **Minor Action—Process Immediately** |  | **Significant Action—Forward to IPC** |  |

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| **INSTRUCTIONAL POLICIES COUNCIL REVIEW** | | | | | |
| **Recommended** |  | **Not Recommended** |  | **Date** |  |

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| **VICE PRESIDENT OF INSTRUCTION APPROVAL**  **Approved Disapproved** Signature Date |

**COMPTUER INFORMATION SYSTEMS (CIS)**

**Program Description**

This program focuses on preparing and delivering content for social media channels, including Facebook, Twitter, and LinkedIn. Students will apply methods that include story-telling through digital media that will enhance the user experience.

**Program Outcomes**

Discuss the impact of legal, international, and ethical concerns on e-commerce

Explain social networks channels

Demonstrate the use of HTML, CSS, and media integration in web pages

Demonstrate digital multimedia forms including text, graphics, audio, video, and animation

Explain issues and strategies related to good user interface design

Develop content and media campains that promote business

**Advisor Office Phone**

Bilodeau, Pam Technical 205 360.475.7371

Garripoli Amelia

**Required Courses Credits**

CIS 115 Introduction to the Internet 3

CIS 155 Web Development I 5

CIS 156 Web Multimedia 4

CIS 160 User Interface Design\* 2

CIS 162 Social Media 3

**Total Credits Required 17**

\*See course description for prerequisite.