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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 Manager** | | | | | | | | | | | |
|  | |
| **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)** | **X** | **Certificate of Proficiency** **(45-60 cr)** |  | **Certificate of Completion** **(20-44 cr)** |  | **Certificate of Recognition (10-19 cr)** |  |

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| **Add program** | | | **X** | | **Change Program** |  | **Delete Program** | | |  | |
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| **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**

Students will practice with and learn what makes good content that promotes businesses online. This program focuses on and identifies key elements in content management, social media, digital story-telling, search engine optimization (SEO), and conversion rate optimization (CRO). Students will develop content media strategies that are compelling, useful, and engaging to the end-user.

**Program Outcomes**

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

Explain social networks channels

Explain issues and strategies related to good user interface design

Develop content and media campains that promote business

Solve business problems using technology tools, including HTML, CSS, JavaScript

Produce content in a variety of formats, including narration, graphics, audio, video, and animation

Develop social media strategies that address psychology and cultural norms to meet business needs

**Advisor Office Phone**

Bilodeau, Pam Technical 205 360.475.7371

Garripoli Amelia Technical 360.475.

**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

CIS 150 Survey of Computing 5

CIS 236 Information System Security I\* 4

CIS 255 Web Development II\* 5

CIS 258 Web 2.0\* 4

DMA 120 Photoshop I 5

DMA 136 Photography I 5

DMA 236 Photography II 5

CMST 273 Digital Cultures\* 5

ENGL 274 Creative Writing-Short Story\* 5

PSYC&100 General Psychology 5

BUS 215 Business Statistics\* 5

BUS&101 Intro to Business 5

**Total Credits Required 75**

\*See course description for prerequisite.