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

<table>
<thead>
<tr>
<th>Current Course No.</th>
<th>Previous Course No.</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP 110</td>
<td>(none)</td>
<td>Media Design</td>
<td>3.0</td>
</tr>
<tr>
<td>MAT 131</td>
<td>(111/143ABC)</td>
<td>Digital Imaging I</td>
<td>3.0</td>
</tr>
<tr>
<td>MAT 153</td>
<td>(122/142)</td>
<td>Web Design I</td>
<td>3.0</td>
</tr>
<tr>
<td>MKT 220</td>
<td>(BUSAD 220/MAT 220)</td>
<td>Introduction to Electronic Commerce OR</td>
<td>3.0</td>
</tr>
</tbody>
</table>

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.

Santa Barbara City College
Web Marketing and Media Design

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.