### 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>
<th>Institution &amp; Course No.</th>
<th>Grade</th>
<th>Units (s/q)</th>
<th>Term</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP 110</td>
<td>(none)</td>
<td>Media Design</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAT 131</td>
<td>(111/143ABC)</td>
<td>Digital Imaging I</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAT 153</td>
<td>(122/142)</td>
<td>Web Design I</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MKT 220</td>
<td>(BUSAD 220/MAT 220)</td>
<td>Introduction to Electronic Commerce OR</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIS 220</td>
<td>(none)</td>
<td>Introduction to Electronic Commerce</td>
<td>3.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Additional Program Information**

For further information, contact the Counseling Center, 965-0581, Ext. 2285, or Julie Brown, Department Chair, 965-0581, Ext. 3599.
Health Information Technology (AS)  
Healthy Aging (AA)  
History (AA)  
History for Transfer (AA-T)  
Honors (C/C with highest honors) – 2 emphases available  
Hospitality (AS/C)  
Infant/Toddler Development (C)  
Interior Design (AA/C)  
International Business (AA/C)  
Introduction to Graphic Design (C)  
Journalism (AA/C)  
Journalism for Transfer (AA-T)  
Kinesiology for Transfer (AA-T)  
Law & Society (AA) - Emphasis in Criminal Justice available  
Liberal Arts (AA) – Emphasis in Biomedical Sciences  
Liberal Arts & Sciences (AA) – 3 emphases available  
Liberal Studies (AA) – Emphasis in Education  
Marine Diving Technician (AS/C)  
Marketing (AA/C)  
Mathematics (AA)  
Mathematics for Transfer (AS-T)  
Media Arts (AA/C)  
Medical Coding Specialist (C)  
Medical Coding Specialist (C)  
Middle East Studies (AA)  
Music (AA)  
Native American Studies (AA)  
Natural History (AA)  
Nursing - ADN (AS)  
PC Support/Network Management (C)  
Philosophy (AA)  
Philosophy for Transfer (AA-T)  
Physical Education (AA) – Emphasis in Athletic/Personal Fitness avail.  
Physics (AA/AS)  
Physics for Transfer (AS-T)  
Political Science (AA)  
Political Science for Transfer (AA-T)  
Post-Professional Practice in ADC (C)  
Psychology (AA)  
Psychology for Transfer (AA-T)  
Radiography (AS)  
Real Estate (AS/C)  
School-Age Care (C)  
Sociology (AA)  
Sociology for Transfer (AA-T)  
Spanish (AA)  
Spanish for Transfer (AS-T)  
Studio Arts for Transfer (AA-T)  
Theatre Arts (AA) - 3 emphases available  
Theatre Arts for Transfer (AA-T)  
Transfer – CSU General Education Breadth Pattern (C)  
Transfer – IGETC (C)  
Vocational Nursing (AS/C)  
Wastewater Technology Education (C)  
Water Technology Education (C)  

Key: (AA)=Associate in Arts; (AA-T)=Associate in Arts for Transfer; (AS)=Associate in Science; (AS-T)= Associate in Science for Transfer; (C)=Certificate of Achievement

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.