

SOCIAL MEDIA CONTENT CREATOR - LEVEL I (CERTIFICATE N0955)

Arts Division

Certificate N0955

This Social Media Content Creator - Level I certificate provides the skills necessary to be employed as an entry-level Social Media Content Creator for companies, advertising agencies, and social media marketing groups. Skills such as photography, image manipulation, writing, graphic design and social media marketing.

Required Courses

| Course Prefix | Course Name | Units |
|---|---|-----------|
| PHOT 10 | Basic Digital and Film Photography | 3 |
| JOUR 101 | Beginning Writing and Reporting for the Mass Media | 3 |
| ARTC 100 | Fundamentals of Graphic Design | 3 |
| or PHOT 9 | Digital Image Editing for Photographers | |
| PHOT 58 | Photography & Video Social Media Marketing | 3 |
| PHOT 11A | Intermediate Photography | 3 |
| Required Elective: Choose one course from the following list: | | 1 |
| PHOT 1A | Laboratory Studies: Beginning Black and White Photography | |
| PHOT 1B | Laboratory Studies: Advanced Black and White Photography | |
| PHOT 1C | Laboratory Studies: Studio Photography | |
| PHOT 1D | Laboratory Studies: Computer Applications in Photography | |
| Total Units | | 16 |

Program Learning Outcomes

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program.