

# BUSINESS CAREER PROGRAM- DIGITAL MULTIMEDIA CONCENTRATION

The Digital Multimedia Concentration of the Business Career Program places a strong emphasis on graphic design, webpage design, cascading style sheets (CSS), image processing, web content creation, search engine optimization (SEO) and social media optimization (SMO). By focusing on digital multimedia, students will learn the hands-on skills required to build and promote websites. Additionally, students will acquire the business skills necessary to grow and promote products and services effectively on and off line.

**Hybrid schedules available**



**PROGRAM LENGTH**

44 Weeks  
\*54 Credit Hours

**PROGRAM COSTS**

Tuition: \$1,600 per quarter  
Course Materials Fee: \$100 per quarter  
Supply Fee: \$40 per quarter  
Total: \$1,740 per quarter

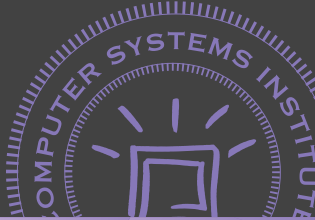
Tuition: \$6,400 per year  
Course Materials Fee: \$400 per year  
Supply Fee: \$160 per year  
Total: \$6,960 per year

**EXTERNSHIP\***

\*ADDITIONAL OPTIONAL COURSES FOR UP TO 12 MAXIMUM CREDITS



800.684.6884  
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## COURSE DESCRIPTION

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- **GRAPHIC DESIGN**  
6 Qtr. Credit Hours / 5 Weeks
- **WEBPAGE MARKUP I**  
6 Qtr. Credit Hours / 5 Weeks
- **WEBPAGE MARKUP II**  
6 Qtr. Credit Hours / 5 Weeks
- **WEBPAGE STYLING**  
6 Qtr. Credit Hours / 5 Weeks
- **IMAGE PROCESSING I**  
6 Qtr. Credit Hours / 5 Weeks
- **IMAGE PROCESSING II**  
6 Qtr. Credit Hours / 5 Weeks
- **WEB CONTENT MANAGEMENT**  
6 Qtr. Credit Hours / 5 Weeks
- **SEARCH ENGINE OPTIMIZATION (SEO) & SOCIAL MEDIA OPTIMIZATION (SMO)**  
6 Qtr. Credit Hours / 5 Weeks
- **BUSINESS PROFESSIONAL EXTERNSHIP**  
3 Qtr. Credit Hours / 6 Seminar Hours / 84 Externship Hours
- **CROSS-CULTURAL MANAGEMENT FUNDAMENTALS**  
3 Qtr. Credit Hours / 5 Weeks
- **INTRODUCTION TO SMALL BUSINESS MANAGEMENT**  
3 Qtr. Credit Hours / 5 Weeks

## EXTERNSHIP INFORMATION

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### EXTERNSHIP OBJECTIVES

- Explore graphical assets and image processing
- Introduce Webpage design using HTML, CSS and JavaScript
- Complete simple webpage design projects
- Modify and create images using photo editing techniques
- Produce blogs, - videos, and other digital multimedia
- Understand SEO and SMO methodologies to improve sales, brand awareness, and online promotion campaigns
- Explain the design process from idea generation to delivery

### JOB TITLES

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- Advertising and Promotions Assistant
- Content Specialist
- Copier and Digital Print Operator
- Copywriter
- Creative Assistant
- Digital Marketing Specialist
- Jr. Graphic Designer
- Jr. Product Photographer
- Photo Editor
- Photo Studio Intern
- Prepress Operator
- Production Assistant
- SEO Specialist
- Social Media Marketing Specialist
- Visual Content Creator