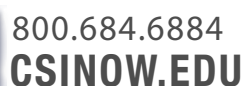


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* ADDITIONAL OPTIONAL COURSES
FOR UP TO 9 MAXIMUM CREDITS



COURSE DESCRIPTION

- **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



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

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