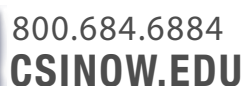


A woman with dark hair tied back, wearing a grey button-down shirt and a red plaid skirt, sits at a desk. She is looking towards the camera while holding a pen over a tablet device. To her left is a blue mug and a silver computer mouse. The background is white and filled with numerous black-and-white line-art icons representing various business concepts such as technology (laptop, smartphone), finance (bar charts, pie charts, line graphs), communication (speech bubbles, mail icon), strategy (lightbulb labeled 'IDEA'), and general business operations (gears, checklist, location pin).

* 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 | |