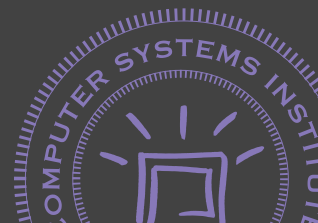


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\*ADDITIONAL OPTIONAL COURSES  
FOR UP TO 12 MAXIMUM CREDITS



## 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 | • 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     |                                     |