

MULTIMEDIA MARKETING CERTIFICATE – B093

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E-Institute: <http://webtide.hccdl.org> **Courses in red are not available online.**

Marketing in business today has evolved from print to multimedia. The Multimedia Marketing Certificate will introduce students to the opportunities and tools of 21st century marketing.

| Term/Grade | Course Number               | Course Name                           | Course Credits |
|------------|-----------------------------|---------------------------------------|----------------|
|            | <b>PROGRAM REQUIREMENTS</b> |                                       | <b>24-25</b>   |
| _____      | ART 123                     | Basic Design I <b>or</b>              |                |
| _____      | COM 105                     | Introduction to Visual Media          | 3              |
| _____      | ART 266/<br>COM 266         | Introduction to Designing for the Web | 3              |
| _____      | BUS 253                     | Introduction to e-Commerce            | 3              |
| _____      | COM 111                     | Introduction to Electronic Media      | 3              |
| _____      | COM 201                     | Electronic Media Seminar I <b>or</b>  |                |
| _____      | COM 112                     | Topics in Electronic Media            | 3              |
| _____      | CSI 111                     | Computer Concepts with Applications   | 4              |
| _____      | CSI 252                     | Introduction to Web Site Development  | 3              |
| _____      | MKT 226                     | Principles of Advertising             | 3              |
| _____      | MKT 240                     | Principles of Marketing               | 3              |
|            | Total Credits               |                                       | 24 - 25        |