

DIGITAL AND SOCIAL MEDIA - CERTIFICATE OF ACHIEVEMENT

Plan Code: 3135

This program prepares students to use digital and social media productively and gives students the framework for understanding and evaluating new technology tools and platforms as they are developed. Students learn the design and impact of digital and social media technologies, the most updated criteria for evaluating social media platforms and generating branding content, and social media etiquette and ethics.

Program Student Learning Outcomes

- Evaluate social media platforms to determine suitability for a variety of digital content.

Program Requirements

Code Number	Course Title	Units
REQUIRED COURSES		
BCOM 15	Business Communications	3
BCOM 25	Digital and Social Media	3
BCOM 263	Customer Service	3
Total Units		9