

SOCIAL MEDIA APPLICATION DEVELOPMENT - CERTIFICATE OF ACCOMPLISHMENT

Plan Code: 4201

This program will prepare students to develop a social media application that can be further developed into a business. Students will understand basic business concepts and theories; learn the different uses of digital and social media, and will be able to design and develop an app. This certificate will give students a complete understanding of Social and Digital Media application development, in order to compete for entry-level jobs. Upon completion of this Certificate, a student will have the skills to plan and control business resources, communicate with and lead people in the organization on the functions of different social media platforms, plan and control informational and technological resources and, finally, unite these skills into the development of social media applications for an organization to compete in the New Economy.

Program Student Learning Outcomes

- Demonstrate a basic understanding of the language and theories of application development.
- Identify the role of technology in the world of personal social media design.

Program Requirements

Code Number	Course Title	Units
REQUIRED COURSES		
COSP 201	Mobile App Development	1
GBUS 5	Introduction to Business	3
GBUS 25 or BCOM 25	Digital and Social Media Digital and Social Media	3
Total Units		7