

Interactive & Social Media Marketing - AAS

Get hands-on experience in wired world.

SCC's Interactive and Social Media Marketing program will help you develop both the technical and creative skills to thrive in the ever-changing world of social media and communication.

The Interactive & Social Media Marketing program prepares students with the necessary skills and knowledge to begin working in various prepress/premedia positions within the printing industry.

The curriculum includes classroom and laboratory instruction, as well as internship experience. Students receive instruction in the following areas: design/layout, typography, graphics, and preflighting.

Internships can be arranged in the printing, publishing, and marketing industries, or other businesses that utilize Social Media Marketing.

Students completing the curriculum will receive an AAS.

This curriculum replaces the Graphic Communications ASCO previously offered.

Where will this take me?

Graphic Designer
Marketing Assistant
Typographer
Pre-press/Graphic Design Specialist
Print or Electronic Media Copywriter
Public Relations Assistant

Instructor and Staff

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Professor
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BS, Western Illinois University
MBA, Western Illinois University

Southeastern Community College values diversity in all its forms. Please visit http://www.scciowa.edu/_resources/docs/scc-nondiscrimination-statement.pdf to view our nondiscrimination statement.

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit SCC's financial aid website at <http://www.scciowa.edu/admissions/costaid/finaid/gainemp.aspx>

West Burlington Campus

Program Requirements

Fall Semester I		Credit
CSC-110	INTRODUCTION TO COMPUTERS	3
ENG-105	COMPOSITION I	3
GRA-137	DIGITAL DESIGN	3
GRA-175	GRAPHIC DESIGN PRINCIPLES	3
SMM-108	SOCIAL MEDIA ENGAGEMENT	3
MAT-110	MATH FOR LIBERAL ARTS <u>or</u>	3
MAT-156	STATISTICS	3
Spring Semester I		Credit
GRA-275	ADVANCED GRAPHIC DESIGN	3
MKT-121	DIGITAL MARKETING	3
MMS-111	VIDEO PRODUCTION	3
WDV-101	INTRODUCTION TO HTML AND CSS	3
ART-184	PHOTOGRAPHY <u>or</u>	3
ART-186	DIGITAL PHOTOGRAPHY	3
Summer Semester		Credit
BUS-140	SMALL BUSINESS START-UP (ONLINE)	2
Fall Semester II		Credit
GRA-140	DIGITAL IMAGING	3
GRA-173	TYPOGRAPHY	3
MKT-150	PRINCIPLES OF ADVERTISING	3
SMM-220	NAVIGATING THE MEDIA MINEFIELD	3
SPC-112	PUBLIC SPEAKING	3
PSY-111	INTRODUCTION TO PSYCHOLOGY <u>or</u>	3
SOC-115	SOCIAL PROBLEMS <u>or</u>	3
SOC-120	MARRIAGE AND FAMILY	3
Spring Semester II		Credit
GRA-127	ILLUSTRATOR I	3
GRA-158	WEB MULTIMEDIA	3
GRA-166	WEB ANIMATIONS	3
GRA-190	ELECTRONIC MEDIA PROJECTS	3
GRA-933	INTERNSHIP	4
Program Total.....		69-69