

SOCIAL MEDIA CONTENT CREATOR - LEVEL I (CERTIFICATE N0955)

Arts Division

Certificate N0955

This Social Media Content Creator - Level I certificate provides the skills necessary to be employed as an entry-level Social Media Content Creator for companies, advertising agencies, and social media marketing groups. Skills such as photography, image manipulation, writing, graphic design and social media marketing.

Required Courses

Course Prefix	Course Name	Units
PHOT 10	Basic Digital and Film Photography	3
JOUR 101	Beginning Writing and Reporting for the Mass Media	3
ARTC 100	Fundamentals of Graphic Design	3
or PHOT 9	Digital Image Editing for Photographers	
PHOT 58	Photography & Video Social Media Marketing	3
PHOT 11A	Intermediate Photography	3
Required Elective: Choose one course from the following list:		1
PHOT 1A	Laboratory Studies: Beginning Black and White Photography	
PHOT 1B	Laboratory Studies: Advanced Black and White Photography	
PHOT 1C	Laboratory Studies: Studio Photography	
PHOT 1D	Laboratory Studies: Computer Applications in Photography	
Total Units		16

Program Learning Outcomes

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program.