

Mobile Media Core

2011-12

Total Units Required: 6

<i>2011-12 Course No.</i>	<i>Previous Course No.</i>	<i>Title</i>	<i>Units</i>	<i>Institution & Course No.</i>	<i>Grade</i>	<i>Units (s/q)</i>	<i>Term</i>
• MAT 164.....	(none).....	Online and Mobile Marketing OR	3.0	_____			
MKT 164.....	(none).....	Online and Mobile Marketing	3.0	_____			
• MAT 176.....	(none).....	Wireless and Media	1.5	_____			
• MAT 177	(none).....	Case Studies in Mobile Media	1.5	_____			

Skills Competency Award Requirements: Students must complete the above courses with a grade of C or higher or Pass in all courses. Candidates for a Skills Competency Award are required to complete at least 20% of the department requirements through SBCC.

Additional Program Information

For further information, contact the Counseling Center, 965-0581, Ext. 2285 or Alejandra Jarabo, Department Chair, 965-0581, Ext. 4722. Check your Skills Competency Award progress with DARS U-Achieve at www.sbcc.edu/DARS.

Programs of Study (In alphabetical order)

Accounting (AS)	History (AA)
Accounting/Assistant Bookkeeper I-IV [I-III (D); IV (C)]	Home Health Aide (SCA)
Accounting Information Systems I-III (SCA)	Honors (C/C with highest honors) – 2 emphases available
Acute Care CNA (SCA)	Hospitality (AS/C)
Administration of Justice (AA/AS/C) – 3 emph. available for AS & C, 1 for AA	Hospitality Operations Specialist (SCA)
Advanced Studies in Alcohol and Drug Counseling (SCA)	Human Resource Hospitality Specialist (SCA)
Alcohol and Drug Counseling (AA/C)	Infant/Toddler Development (C)
Animation (AA/C)	Information Technology Management (SCA)
Anthropology (AA)	Interior Design (AA/C)
Applied Photography (AA/C)	International Business (AA/C)
Art (AA) - 2 emphases available	International Marketing Communication (SCA)
Associate Child Care Teacher (C)	Introduction to Teaching English as a Foreign Language (SCA)
Automotive Services & Technology (AS/C)	Journalism (AA/C) – 3 emphases available
Baking and Pastry (SCA)	Landscape Operations (SCA)
Biological Sciences (AA)	Law & Society (AA) - Emphasis in Criminal Justice available
Bio-Medical Sciences (D)	Liberal Arts & Sciences (AA) – 4 emphasis available
Black Studies (AA)	Liberal Studies (AA) – Emphasis in Education
Bookkeeping (SCA)	Manicure (SCA)
Business Admin. (AA/C/SCA) – 3 emphases available for AA, 2 for C, 2 for SCA	Marine Diving Technician (AS/C)
Business Communications (SCA)	Marine Science (D)
Cancer Information Management (AS/C)	Marketing (AA/C)
Certified Nursing Assistant (SCA)	Mathematics (AA)
Chemistry (AA)	Media Arts (AA/C)
Chicano Studies (AA)	Media Design and Development (SCA)
Cisco Networking Associate (SCA)	Medical Coding Specialist (C)
Cisco Networking Professional (SCA)	Microsoft Office Development (SCA)
Commercial Diving (SCA)	Microsoft SQL Server Database Administration (SCA)
Commercial Music (C)	Microsoft Windows System Administration and Security (SCA)
Communication (AA) - 2 emphases available	Middle East Studies (AA)
Computer App. & Office Managem. (AS/C) - 2 emphases available	Mobile Application Developer (SCA)
Computer Information Systems (AS) – Emph. in System Administration available	Mobile Device Administration (SCA)
Computer Network Engineering (AS/C)	Mobile Media Core (SCA)
Computer Networking Technology (SCA)	Music (AA/D)
Computer Proficiency Online (SCA)	Native American Studies (AA)
Computer Science (AS/C)	Natural History (AA/D)
Cosmetology (AS/C)	Nursing - ADN (AS)
Creative Writing (C) – 2 emphases available	Office Assistant (SCA)
Culinary Arts (AS/C)	PC Support/Network Management (C)
Database Programming and Applications Development (C)	Personal Chef Training (SCA)
Diagnostic Medical Sonography (C)	Philosophy (AA)
Digital Darkroom and Color Management for RGB (SCA)	Photo Design (SCA) – 3 awards available
Diversity Issues in ECE (C)	Physical Education (AA) - 3 emphases available
Drafting/CAD (AS/C)	Physics (AA/AS)
Early Childhood Education (AS/C)	Political Science (AA)
Economics (AA)	Post-Professional Practice in ADC (C)
Emergency Medical Technician/Basic (SCA)	Print and Color Management for CMYK (SCA)
Engineering (AA/AS)	Psychology (AA)
English (AA)	Radiography (AS)
Entrepreneurship (SCA) – 3 emphases available	Real Estate (AS/C)
Environmental Horticulture (AS/C) - 4 emphases available for AS, 1 for C	Sales and Marketing (SCA)
Environmental Studies (AA)	School-Age Care (C)
Esthetician (SCA) – 2 levels available	Sociology (AA)
Ethnic Studies (AA)	Spanish (AA)
Film Production (AA)	Sustainable Horticulture (SCA)
Film Studies (AA)	Technical Writing (SCA)
Finance (AA/C)	Theatre Arts (AA) - 3 emphases available and 1 department award
French (AA)	Transfer – CSU General Education Breadth Pattern (C)
Game Design (D)	Transfer – IGETC (C)
Geography (AA)	Virtualization System Administration (SCA)
Geological Sciences (AA)	Vocational Nursing (AS/C)
Global Studies (AA)	Water Science (C) - 4 options available
Graphic Design & Photography – Graphic Design Concentration (AA/C)	Web Journalism (SCA)
Graphic Design (C)	Web Marketing and Media Design (SCA)
Great Books Curriculum (D)	Web Programming (SCA)
Health Care IT Workforce Training (SCA)	Web Server Administration (SCA)
Health Information Technology (AS)	
Help Desk and Desktop Support (SCA) – 2 levels available	

Key: (AA)=Associate in Arts; (AS)=Associate in Science; (C)=Certificate of Achievement; (D)=Department Award; (SCA)= Skills Competency Award



Santa Barbara City College

Mobile Media Core

2011-12

Skills Competency Award in Mobile Media Core

Upon completion of the Skills Competency Award in Mobile Media Core, the following competencies will be achieved:

- Identify key historical and technological concepts and current trends in the wireless industry.
- Discuss ways in which mobile media is being used for commercial, entertainment and educational purposes.
- Develop marketing strategies for online and mobile content.

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