

Digital Media Communications (DMC.CT)

Certificate

Arts and Communication

Given the changing dynamics of communication in this digital age, this certificate program will introduce students to the new theories surrounding digital persuasion. It offers students instruction in communication, advertising, and the creation of digital images. The program offers professional and technical experiences in persuasion, graphic design, digital imaging, and business concepts to prepare students for careers in digital communication.

Organizations across all realms depend on online visibility and targeted client interactions. New positions requiring focused skills in digital communication are being created within private and public sector organizations. This certificate will offer students experience in these critical aptitudes and is intended for individuals who desire entry-level employment in the field of digital communication and persuasion.

Program Plan Example - Click Here (<https://www.oaklandcc.edu/plans/2022/dmc.ct.2022.pdf>)

Code	Title	Credit Hours
Major Requirements		
BUS 1100	Introduction to Business	4
BUS 2600 or BUS 2640	Principles of Advertising Marketing Fundamentals	3 3
CIS 1090	Web Graphic Concepts	3
COM 2610	Persuasion and Argumentation	3
ENG 1510 or ENG 1510E	Composition I Composition I Enhanced	3-4 4
or		
COM 1600	Fundamentals of Speech	3
GRD 1100 or GRD 1120	Graphic Design Typography in Design	3 3
GRD 1160	Advertising Design	3
PHO 1700	Beginning Digital Photography	4
PHO 1800	Fundamentals of Digital Video	4
Total Credit Hours		30-31

A minimum cumulative 2.00 grade point average (GPA) overall is required for graduation.