



Certificate

## Marketing & Graphics Specialist Certificate

### 14-104-4 Marketing & Graphics Specialist

Catalog #	Course	Credits
10-103-106	Microsoft Office - Introduction	3.00
10-104-102	Marketing Principles	4.00
10-103-109	CBTS Operating Systems & Tools: Adobe Illustrator CS3	1.00
10-103-109	CBTS Operating Systems & Tools: Adobe Photoshop CS3	.6
10-103-189	CBTS Internet Authoring: Adobe Dreamweaver CS3	.95
10-103-189	CBTS Internet Authoring: Adobe Flash CS3	.85
10-103-192	Web Principles: HTML/Expression Web	3.00
10-106-162	Graphics & Print Media	3.00
<b>Total Certificate Credits</b>		<b>16.40</b>

### Description:

The Marketing & Graphics Certificate focuses on the conceptual and technical aspects of print and electronic marketing by coupling application software skills with marketing concepts and the fundamentals of graphics design. You will explore the essentials of producing production-ready print documents and publication-ready websites. This certificate provides the skills needed to create print and web-based marketing materials for various business applications.

### Notes:

13.45 credits ladder to Marketing Associate Degree

10 credits ladder to Business Management Associate Degree

9 credits ladder to Administrative Assistant Associate Degree

CBTS Detail Attached

Catalog #	Course/Course Modules	Module Detail	Credit
<b>10-103-109</b>	<b>CBTS Operating Systems &amp; Tools: Adobe Photoshop CS3</b>		<b>0.6</b>
	Photoshop CS3 Basics	<a href="#">at_pcst_a01_it_enus</a>	
	Selections and Layers in Photoshop CS3	<a href="#">at_pcst_a02_it_enus</a>	
	Advanced Tools in Photoshop CS3	<a href="#">at_pcst_a03_it_enus</a>	
	Photoshop CS3 Animation and Automation	<a href="#">at_pcst_a04_it_enus</a>	
<b>10-103-109</b>	<b>CBTS Operating Systems &amp; Tools: Adobe Illustrator CS3</b>		<b>1.00</b>
	Getting Started with Illustrator CS3	<a href="#">at_icst_a01_it_enus</a>	
	Coloring Objects and Using Brushes in Illustrator CS3	<a href="#">at_icst_a02_it_enus</a>	
	Manipulating Objects in Illustrator CS3	<a href="#">at_icst_a03_it_enus</a>	
	Using Type and Symbols in Illustrator CS3	<a href="#">at_icst_a04_it_enus</a>	
	Importing and Tracing Images, and Applying Effects in Illustrator CS3	<a href="#">at_icst_a05_it_enus</a>	
	Exporting and Printing Artwork in Illustrator CS3	<a href="#">at_icst_a06_it_enus</a>	
<b>10-103-189</b>	<b>CBTS Internet Authoring: Adobe Flash CS3</b>		<b>0.85</b>
	Introduction to the Features of Flash CS3	<a href="#">at_fcst_a01_it_enus</a>	
	Drawing and Working with Symbols in Flash CS3	<a href="#">at_fcst_a02_it_enus</a>	
	Using Text and Components in Flash CS3	<a href="#">at_fcst_a03_it_enus</a>	
	Animation in Flash CS3	<a href="#">at_fcst_a04_it_enus</a>	
	ActionScript, Sound, and Video in Flash CS3	<a href="#">at_fcst_a05_it_enus</a>	
	Workflow and Program Integration in Flash CS3	<a href="#">at_fcst_a06_it_enus</a>	
	Creating Navigation and Publishing Movies in Flash CS3	<a href="#">at_fcst_a07_it_enus</a>	
<b>10-103-189</b>	<b>CBTS Internet Authoring: Adobe Dreamweaver CS3</b>		<b>0.95</b>
	Setting up a Site and Adding Content in Dreamweaver CS3	<a href="#">at_dcst_a01_it_enus</a>	
	Adding Links, Images, and Flash Objects in Dreamweaver CS3	<a href="#">at_dcst_a02_it_enus</a>	
	Tables, Accessibility, and Standards in Dreamweaver CS3	<a href="#">at_dcst_a03_it_enus</a>	
	Reusing Content in Dreamweaver CS3	<a href="#">at_dcst_a04_it_enus</a>	
	Creating Interactive Web Pages in Dreamweaver CS3	<a href="#">at_dcst_a05_it_enus</a>	
	Cascading Style Sheets in Dreamweaver CS3	<a href="#">at_dcst_a06_it_enus</a>	
	Dreamweaver CS3 Site Maintenance and Advanced Concepts	<a href="#">at_dcst_a07_it_enus</a>	