

# CERTIFICATE - WEB MEDIA

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The Certificate in Web Media provides a basic knowledge in the use of media-related software tools, general web concepts, search marketing and user-experience and interaction design as well as the ability to communicate a market driven perspective with regard to all media. This certificate benefits anyone, including international students, seeking a broad overview of the web, websites, and web marketing.

These certificate courses can be applied to a degree at Husson University or augment prior learning to provide for a change in career.

IT 121	Computer Applications for Digital Media	3
IT 202	Web Design for Non-Majors	3
IT 223	User Experience Design	3
MC 101	Introduction to Mass Communications	3
MK 211	Search Engine Marketing	
<b>Total Hours</b>		<b>12</b>