**FAYETTEVILLE TECHNICAL COMMUNITY COLLEGE**

**INFORMATION TECHNOLOGY/**

**SOCIAL MEDIA CONTENT PRODUCTION CERTIFICATE (C25590C35)**

Effective: Fall 2025

Revised: 01/14/25

In the Social Media Content Production certificate students learn the basics of HTML, social media, and producing a wide variety of media for distribution on web- and mobile-based platforms. Students develop proficiency with media production applications to create images, video, audio, and animated media targeted to audiences on social media.

Length: 2 Semesters

Prerequisite: High School Diploma, Placement Test Equivalent

Award: Certificate

**SEMESTER 1**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| DME110 | Intro to Digital Media | 2 | 2 | 0 | 3 |
| WEB110 | Web Development Fundamentals | 2 | 3 | 0 | 3 |
| WEB213 | Internet Mkt & Analytics | 2 | 2 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **6** | **7** | **0** | **9** |

**SEMESTER 2**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Prefix No.** | Title | **Class** | **Lab** | **Clinical** | **Credit** |
| ACA120 | Career Assessment | 1 | 0 | 0 | 1 |
| DME120 | Intro to Multimedia Appl | 2 | 2 | 0 | 3 |
| WEB214 | Social Media | 2 | 3 | 0 | 3 |
|  |  | ----- | ----- | ----- | ----- |
|  | **Totals** | **5** | **5** | **0** | **7** |

**TOTAL REQUIRED CREDITS... 16**

**Work-Based Learning Option**: NA