

Digital Content and Communications

UBC Certificate Program

Code	REQUIRED COURSES: 69 hours (150 total hours required to graduate)	Course Hours
IZ100	Digital Communications Strategy	15
IZ105	User Experience Strategy (In-Class) or User Experience Strategy (100% Online)	15
IZ107	Digital Content and Storytelling	15
IZ109	Digital IP and Rights Management	12
IZ110	Project Management for Digital Communications (InClass) or Project Management for Digital Communications (100% Online)	12

Code	ELECTIVE COURSES: 81 hours	Course Hours
Social Media (In-Class or 100% Online)		
ID228	Social Media and Content Marketing	12
ID200	Social Media Fundamentals	12
ID226	Social Media Governance	12
ID223	Social Media Metrics	12
ID220	Social Media Monetization	12
ID206	Social Media Strategy and Marketing	12
Digital Analytics (100% Online)		
IV202	Creating and Managing the Analytical Business Culture	25
IV201	Introduction to Web Analytics	25
IV204	Measuring Marketing Campaigns Online	25
IV203	Web Analytics for Site Optimization	25

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Continuing Studies

Code	ELECTIVE COURSES : 81 hours	Course Hours
Multimedia and Web Development (In-Class)		
IM284	Web Authoring Tools - Level 1	15
IM285	Web Authoring Tools - Level 2	18
IM211	Adobe® Illustrator® - Level 1	15
IM256	Adobe® Illustrator® - Level 2	15
IM276	Adobe® InDesign® - Level 1	15
IM281	Adobe® InDesign® - Level 2	15
IM212	Adobe® Photoshop® - Level 1	15
IM213	Adobe® Photoshop® - Level 2	15
IN324	Applying Cascading Style Sheets	12
IM229	Adobe® Premiere® Pro - Level 1	15
IM237	Adobe® Premiere® Pro - Level 2	15
IM203	Fundamentals of Multimedia Production	9
IN320	HTML5: Fundamentals of Web Authoring	8
IP352	Programming Mechanics and Mindset	18
IM255	Technical and Design Processes in Digital Media Development	15
IM331	User Interface Design for the Web	12
IM275	Visual Design	12
IM280	Visual Design 2	18
IN321	Writing for Multimedia and the Web	12
Online Community Management (In-Class)		
IF300	The Evolving Role of the Community Manager	12
IF305	Developing Organizational Value Through Community	15
IF310	Facilitating Your Community's Growth and Evolution	15
IF315	Made to Measure: The Community Manager's Toolkit	15
TOTAL HOURS TO GRADUATE : 150 hours		