



# 2020-2021 Certificate

**Certificate:**                    **WEB CONTENT WRITER (90-699-9)**

**Credits:**                        **15 Credits**

**Description:**                The Gateway Technical College Web Content Writer certificate provides students the opportunity to demonstrate research, design, writing, and evaluation skills for writing on the web. They are able to create graphics, multimedia, and textual content for blogs, social media, and websites. Students have experience designing information for a positive user experience, optimizing content for search engines, posting to various social media sites, and using a content management system. With this certificate and a degree, they can obtain employment as an entry-level social media specialist or web content developer.

**Related Program:**            Professional Communications

**Campuses Available:**      Racine Campus and Online

## REQUIRED COURSES

✓	<u>Semester One</u>	<u>Credits</u>	<u>Prerequisite</u>	<u>Corequisite</u>
✓	699-113 Information Design	3	831-103 OR Placement Test Score	
✓	699-117 Research Fundamentals	3		
✓	<u>Semester Two</u>	<u>Credits</u>	<u>Prerequisite</u>	<u>Corequisite</u>
✓	699-114 Professional and Technical Writing	3	831-103 OR Placement Test Score	
✓	699-133 Writing for Social Media	3	831-103 OR Placement Test Score	
✓	699-135 Writing for the Web	3	831-103 OR Placement Test Score	
<b>Total Credits</b>		<b>15</b>		

NOTE: Students must complete a certificate program with a minimum of a 2.0 Program GPA.