



2022-2023 Certificate

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

Credits: 12 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

The sequence shown is the recommended path to completion. Courses will be scheduled in the terms indicated here. All courses should be taken in the order shown to help you stay on track and graduate according to your academic plan. Courses in this program may be offered in a variety or combination of formats (for example: in-person, video conferencing, online, etc.).

REQUIRED COURSES

NOTE: Requisites (prereq- before/ coreq-with)

R-D = Kenosha Days, O = Online, F=Fall, S=Spring, SU=Summer

✓	Term One	Cr.	Prerequisite	Corequisite	R-D	O
	699-112 Editing	3			S	S
✓	Term Two	Cr.				
	699-117 Research Fundamentals	3			F	F
	699-133 Writing for Social Media	3			F	F
✓	Term Three	Cr.				
	699-135 Writing for the Web	3			S	S
	Total Credits	12				

Students must meet one of the following: minimum cumulative high school GPA of 2.6 (unweighted); earned at least 12 college credits with a minimum GPA of 2.0; or complete valid writing placement assessment.

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