

Career Ready Skills *YOU* Need Today

TEACHERS, STUDENTS, PROFESSIONALS

School of Media & Technology Certificate Programs

21st Century Skills, Real World Experience

Star University's School of Media & Technology certificate programs are licensed in the United States by the Oklahoma Board of Private vocational schools. We partner with accredited global partners from around the globe to customize our certificate programs to fit the specific needs of our students.

WWW.STARUNIVERSITY.ORG



About Us!

Star University is licensed in the state of Oklahoma by the Oklahoma Board of Private Vocational Schools. We utilize the latest technology to serve our students through virtual and physical classrooms around the world.

Star University does this to fit the needs of individuals giving them the education necessary to live fulfilling lives.

21st Century Storytellers



Teacher Professional Development

We thrive in a culture of innovation. For young people, that means more than half of the jobs they will pursue do not even exist yet. Technology has become an essential force shaping much of our teaching and pedagogy. In a digitally focused world, education is getting more and more digitized pushing teachers and educators, to re-conceptualize what it really means to be a teacher in the 21st century.

Today's educators need to master practical digital tools and be able to integrate these skills into the classroom. Our Digital Media Certification program provides teachers with the digital media skills they need to help prepare this new generation of students. Shaping them to be leaders of tomorrow.
www.staruniversity.org

We're Making A Difference



Concurrent Enrollment

The Digital Media Certificate is a valuable entry-level certification for students getting ready to enter the job market. The DMC provides a foundation for accepted practices across multiple career paths and students can learn in physical or virtual classrooms.

Juniors and Seniors can earn post-secondary credits in high school while still attending your regular high school classes. This certificate can give you the edge you need to get ahead, and may transfer to the school of your choice.

- **Post Secondary Credit**
- **21st Century Job Skills**
- **On the Job Experience**

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Professional Certification

The 21st Century's Need Qualified Digital Media Specialists

In a world where more and more activities are centered online, digital media is one of the most effective ways to build customer relationships and promote your organization's products or services.

In demand are individuals with the skills and experience in the full digital media mix, and a solid understanding of how digital media impacts the bottom line. Our professional program provides you with hands on learning in a virtual classroom that accommodates the schedule of busy professionals.

Digital Media Certification

12 credit hours

Because of the rapidly evolving nature of the mobile media industry, this certificate program is designed to reflect ongoing changes in communication and technology while centering around tools you already have access to, i.e., the Smartphone.

The program focuses on, creative development, production skills, social media and storytelling and will give the students the opportunity to study Interactive technology, media communication and social media.

Career-development is at the core of the program and is interwoven throughout the curriculum, providing opportunities for you to prepare for your future career or provide career advancement opportunities.

Star University's digital media certificate is a professional certificate program that provides students with career-ready skills. Developed by experts, the certificate program is a 11-month program focused on topics such as filmmaking, production, marketing, technology, social media and more.

You will learn in an interactive, small cohort format to gain career-ready skills they can immediately apply in the workforce as well as earn high-school and post-secondary credit

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Whether you want to design websites, work with social media, launch your own business or work for a corpora/on the digital media certificate is the right fit for your talents and vision. With an emphasis on hands-on experiential learning, our tech-centered, career-focused curriculum provides students with opportunities to interact with real technologies used in the workplace.

What is Digital Storytelling?
The Script Writing Process
Editing Process
Shooting Techniques
Video Production with
Adobe Spark
Video Distribution and
Promotion
Production Skills Certificate
Web Design
Web Planning
Web Construction
Integration of Multimedia
& social media

Wix Portfolio
Hypersyndication
YouTube Channels &
Analytics
Publications Techniques
One-on-One Final Project
Consultations
Search Engine
Optimization
Project Evaluation
Channel Set-Up
Finish Setting Up
Channels & Start
Developing

Inbound Marketing
Content Development
Strategies
Growth Driven Design
News & Social Media-The
Story
Crisis Communication in
Social Media
Participatory Friend &
Crowd-Sourcing
Social Media Content
Strategies &
Development
Integration of

Multimedia & Social
Media
Social Media Portfolio
Driving Traffic to Your
Website and Social
Media Sites
Audience Engagement
and Interaction
Social Metrics &
Analytics
Intro into Virtual Reality
Portfolio Evaluation



Social Media Marketing

In today's marketplace, organizations need effective, profitable social marketing strategies. In Star University's Social Media Marketing Certificate Program, students learn career-ready skills to match social media markets with social strategies. Students use social media tools and platforms to design, manage, and optimize social campaigns to promote growth and position of an profit or non- profit brand in the global digital marketplace. Students will create and evaluate a comprehensive social marketing strategy as well as work with businesses on developing and implementing social media marketing strategies.



Inbound Marketing
 Persona Development
 Outbound Marketing
 Building a Website Part 1
 (visual Hierarchy)
 Building a Website Part 2
 (programming)
 Optimizing website SEO
 Key word Analytics
 Content with a Purpose
 Storytelling

SMART goals
 Social Media Business platforms
 LinkedIn
 Vlog vs Blog
 YouTube
 Amplify on Social Media
 Marketing on Google
 Banner Ads
 Reputation Management Audio
 and Visual
 Email Marketing

Social media Strategy
 Social Media plan
 Social media Calendar and content planning
 Selling online
 Affiliated Marketing
 Converting Visitors to Leads
 Analytics
 Measuring Data
 Social Media Ethics and Laws
 Social Media Best Practises

Driving Traffic to your Sites
 Cohesive Marketing Allocating resources
 Portfolio evaluation
 Inbound marketing certification preparation.



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