

# DIGITAL CONTENT MANAGEMENT

SPS Certificate website: <https://sps.northwestern.edu/post-baccalaureate/digital-content-management/>

The evolution of digital technology has vastly impacted the way we communicate, live and work. As organizations shift their communication and business objectives to the digital space, there is a need for agile professionals who understand and can flourish in this rapidly evolving field. The certificate in Digital Content Management is designed to introduce the fundamental concepts and strategy of digital content and technology. Students learn theoretical and technical approaches to user experience, the essentials of compelling visual design, concepts and tools for content creation, tactics for persuasive, effective communication in the digital space, and the social and cultural influence of digital media. All courses are offered evenings and weekends.

The program is aimed at individuals who want to develop their skills in information management, design, technology and creative oversight in the digital space. The certificate is ideal for content creators, editors, writers, social media managers, web producers, educators, startup entrepreneurs and consultants, as well as marketing, advertising, public relations and media professionals.

## Certificate Offered

- Digital Content Management, Certificate (<https://catalogs.northwestern.edu/sps/certificates/post-baccalaureate/digital-content-management/digital-content-management-certificate/>)

## Digital Content Management Courses

### ADVT 380-CN Visual Communication (1 Unit)

The fast-paced world we live in is flooded with visual messages including advertisements, products, dashboards, slide decks, charts, infographics, videos, memes, emoji, and more. Visuals are infused into every aspect of our lives, from the boardroom to the classroom to the subway station. It is increasingly important that we are well-equipped to communicate visually using a human-centered approach. In this course, students will develop strong and creative visual communication skills in an increasingly digital world while learning to design communication vehicles for specific audiences. We will study a human-centered design framework for creating connections. Students will use their skills to develop visualizations for branding, advertising, marketing, presentations, data analysis, websites, and more. No previous technical or design experience is required for this course.

### CIS 330-DL Human Computer Interaction (1 Unit)

Human-Computer Interaction (HCI) is an area of research that encompasses usability, design, information architecture, psychology, ethnography, and software engineering. In this course, we draw on these disciplines to understand how people interact with technological systems in everyday life. The main focus of this course will apply a user centered design approach to iteratively develop and evaluate a prototype. Course topics include: contextual interviews, design process, prototype construction, and evaluation techniques. While no prior programming experience is required the student will benefit from experience with computing conventions as well as appreciation and willingness to learn.

### COMM\_ST 395-DL Topics in Communication Studies (1 Unit)

Topics vary. May be repeated for credit with different topic.

### JRN\_WRIT 201-B Visual Storytelling (1 Unit)

Through independent reporting, coaching and class critiques, introduction to visual story telling (photos and text together) and reaching a specific audience.

### MKTG 310-CN Integrated Marketing Communications (1 Unit)

Practical introduction to integrated marketing communication strategic concepts and methods. Topics include product strategy, branding, pricing strategy, distribution, retailing, service marketing, advertising, promotion and media.

### ORG\_BEH 368-DL Project Management (1 Unit)

Foundations of leading and managing projects in increasingly VUCA (volatile, uncertain, complex, ambiguous) environments. Three domains, leading and managing self, people, and business are covered.