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Santa Ana College
Global Business & Entrepreneurship Department
Technical Advisory Meeting
Monday, May 30, 2022 10:00 - 11:00 am

Minutes

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Attendees: Ali Kowsari, Alex Stenzler, Lisa Moller, Gabriel Shweiri, Yasi Mostajeran

Start Time: 10:00 am

1.   **Introduction and Background**
     Lisa Moller: owner of a graphic design and marketing firm
     Alex Stenzler: entrepreneur in the medical industry
     Dr. Yasi Mostajeran: business and writing instructor

2.   **Presentation of new and modified courses and programs**

     Proposed new and modified courses:
     A. New: MKTG-130 Business Writing for Social Media Environments (cross-list with ENTR 130 new course)

     Proposed new and modified certificates:
     B. New Certificate of Achievement: Digital Marketing Specialist

3.   **Advisory Board input**

     Lisa: There is a high demand for social media content writing. Writing copy for websites and social media posts, blogs, newsletters, as well as news and press releases takes a special understanding of how words are used and their impact. Software and marketing technology skills are needed to create, edit and manage digital marketing posts and projects.

     Social media and digital marketing positions require effective marketing skills and strategies, strong business writing skills specifically for social media and web sites, and strong software skills (i.e., Adobe apps, social media apps, Google Analytics app).

     Alex: Finding skilled workers or consultants with the ability to write is more and more technical. We need more and better trained candidates for open positions related to digital marketing. Job applicants tend to have training in marketing or technology (software apps), but not both. The proposed new program and new courses will bridge the gap between marketing and technology skills required for social media and digital marketing careers.

4.   **Wrap up and additional discussions**

Motion to approve the new courses and programs as presented: Yasi Mostajeran
Second: Lisa Moller
All in favor: everyone present approved
Against: none
Abstain: none

ADJOURNMENT