

## Career Opportunities

### Digital Marketing Specialist

Develop and manage digital campaigns using Adobe tools, SEO strategies, and social media platforms.

### Marketing Assistant

Create visual content and coordinate marketing campaigns using Adobe tools.

### Digital Content Coordinator

Design and organize visuals for websites, blogs, and social platforms to engage online audiences.

### Social Media Specialist

Create engaging posts, stories, and videos to grow a business's online presence.

### Brand Communications Associate

Assist in visual storytelling, brand consistency, and marketing materials.

### E-commerce Content Designer

Build visual content for online stores, product promotions, and digital catalogs.

### Administrative Support with Design Skills

Use Adobe and Microsoft tools to create polished reports, flyers, and documents.

### Small Business Marketing Coordinator

Build logos, social posts, flyers, and promotional materials for small businesses.

### Real Estate Marketing Assistant

Produce property flyers, video tours, and social media ads using drone photos and Adobe.

### Digital Publishing Assistant

Help produce newsletters, reports, and marketing content for print and digital.

### SEO & Content Marketing Assistant

Create optimized visuals and written content that boost web search rankings.

### Freelance Marketing Designer

Provide design and branding services for entrepreneurs and local businesses.

### AI-Enhanced Content Creator

Combine Adobe skills with AI tools to streamline content development and marketing design.

## Make an appointment with a SAC Career Education Counselor

Zoom appointments available

[CareerCTECenter@sac.edu](mailto:CareerCTECenter@sac.edu)

(714) 564-6254

Help with enrolling in classes

Set education and career goals

Learn about financial aid and support service

Create an education plan to complete faster and easier

[sac.edu/ba](http://sac.edu/ba)

Faculty Lead

Dori Dumon

[dumon\\_dori@sac.edu](mailto:dumon_dori@sac.edu)

The information in this brochure is based on SAC Catalog 2025-26.

Please refer to [sac.edu/catalog](http://sac.edu/catalog) for details.



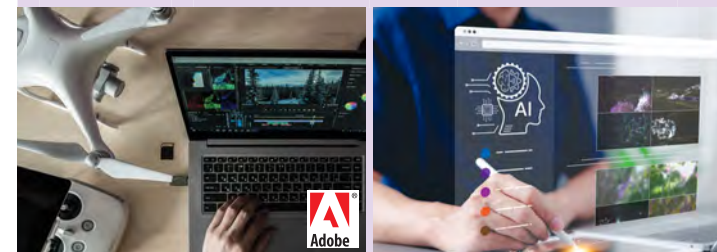
## Business Division

SANTA ANA COLLEGE  
1530 W. 17th Street  
Cesar Chavez Building, A-103  
Santa Ana, CA 92706  
(714) 564-6750  
[sac.edu/business](http://sac.edu/business)

## ADOBE DIGITAL PUBLISHING FOR BUSINESS & MARKETING



## Social Media – Web – SEO Print – Drones – AI



Create Digital Content  
That Drives Results

[SAC.edu/BA](http://SAC.edu/BA)



# ADOBE DIGITAL PUBLISHING FOR BUSINESS & MARKETING

100% Online – All Courses & Industry Certifications

## Adobe Applications for Business Certificate

Courses	Units
BA 164 Adobe Photoshop	3
BA 166 Adobe Illustrator	3
BA 170 Adobe InDesign	3
BA 163 Adobe Acrobat	3
BA 169 Adobe Dreamweaver *	3

Program code: sac.baab.ca

**Total: 15**

## Adobe Web Projects for Business Certificate

Courses	Units
BA 164 Adobe Photoshop	3
BA 169 Adobe Dreamweaver *	3
BA 171 Adobe Premiere Pro	3
BA 172 Adobe After Effects –or–	3
BA 173 Adobe Animate	3

Program code: sac.baaw.ca

**Total: 12**

## Digital Design for Business Certificate

Courses	Units
BA 163 Adobe Acrobat	3
BA 164 Adobe Photoshop	3
BA 166 Adobe Illustrator	3
BA 170 Adobe InDesign	3
BA 153 Social Media Apps for Employment and Business	1.5
BA 154 Search Engine Optimization and Web Statistics Apps for Business	1.5
BA 155 WordPress	2
ENTR 120- ENTR 125	NOTE: ENTR 120-125 courses are no longer offered. Contact a counselor to complete a substitution form with ENTR 100 Intro to Innovation and Entrepreneurship or BUS 170 Principles of Small Business Management.

Program code: sac.dadg.ca

**Total: 23**

\* May substitute BA 169 Dreamweaver with the new BA 165 Adobe Express or BA 155 WordPress.

## Digital Publishing Certificate

Courses	Units
BA 163 Adobe Acrobat	3
BA 164 Adobe Photoshop	3
BA 166 Adobe Illustrator	3
BA 169 Adobe Dreamweaver *	3
BA 170 Adobe InDesign	3
Select 2 courses from the following electives	
BA 155 WordPress	2
BA 173 Adobe Animate	3
BA 171 Adobe Premiere Pro	3
BA 172 Adobe After Effects	3
BA 182 Google Apps & Google Drive	2
BA 153 Social Media Apps for Employment and Business	1.5
BA 154 Search Engine Optimization and Web Statistics Apps for Business	1.5
BA 158 Introduction to Drones	1.5

Program code: sac.badp.ca

**Total: 18-21**

Gain in-demand technology skills using **Adobe software** to create professional business and marketing content for **print, web, social media**, and more. This program trains students in industry-relevant tools and workflows following current business and marketing standards.

- Proper file setup and export for professional use
- Integration of Adobe apps for streamlined design
- Image editing, typography, and page layout
- Web design with SEO best practices
- Multimedia production: audio, video, animation
- Drone photography, video capture, and live streaming

Prepare to produce real-world projects that stand out — while earning Adobe Certified Professional (ACP) credentials to showcase your skills.

### New Adobe Courses!

#### BA 165 – Adobe Express with Certification

Learn to create stunning graphics, social media content, and web pages using **Adobe Express** — fast, easy, and professional.

#### BA 168 – Adobe Firefly: Generative AI Images

Discover how to create eye-catching images and design assets using **AI-powered tools** in Adobe Firefly. Perfect for business, marketing, and creative content strategies.

Get ahead with the latest **Adobe tools** — and earn industry-recognized skills for your career!

## Digital Publishing AA Degree

Courses	Units
BA 147 Microsoft Windows, OneDrive & OneNote	1.5
BA 179 Microsoft Office (Word, Excel, PowerPoint)	3
BA 163 Adobe Acrobat	3
BA 164 Adobe Photoshop	3
BA 170 Adobe InDesign	3
BA 166 Adobe Illustrator	3
BA 169 Adobe Dreamweaver *	3
BA 171 Adobe Premiere Pro	3
BA 172 Adobe After Effects	3
Select 2 courses from the following electives	
BA 158 Introduction to Drones	1.5
BA 153 Social Media Apps for Employment and Business	1.5
BA 154 Search Engine Optimization and Web Statistics Apps for Business	1.5
BA 173 Adobe Animate	3
BA 155 WordPress	2
BA 182 Google Apps & Google Drive	2

Program code: sac.badp.aa

**Total: 28.5-30.5**



**Earn Industry Certifications While You Learn**  
**Boost your resume and LinkedIn profile with Adobe Certified Professional (ACP) and Microsoft Office Specialist (MOS) credentials — included at no extra cost in BA Microsoft and Adobe courses.**

Certifications validate your technical skills and boost your **resume and LinkedIn profile** with digital badges that employers recognize.

- Free access to practice tests
- Free online proctored exams on your computer
- Exams feature approximately 35 project-based tasks
- Only need 70% to pass