

OHLONE COMMUNITY COLLEGE DISTRICT

MEMORANDUM

TO: Board of Trustees  
FROM: Dr. Eric Bishop  
DATE: November 10, 2021  
SUBJECT: New and Revised Noncredit Courses and Program for 2021-2022

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The new and revised noncredit courses and program listed on the following memorandum were approved by the Curriculum Committee for implementation in the 2021-2022 academic year.

RECOMMENDATION

The Superintendent/President recommends approval of the following curriculum items.

OHLONE COMMUNITY COLLEGE DISTRICT

MEMORANDUM

TO: Dr. Eric Bishop, Superintendent/President  
FROM: Anthony DiSalvo, Vice President, Academic Affairs/Deputy Superintendent  
DATE: November 10, 2021  
SUBJECT: New and Revised Noncredit Courses and Program for 2021-2022

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The following new noncredit courses were approved by the Curriculum Committee:

Business Administration

[BA-931](#) Fundamentals of Marketing  
[BA-932](#) Branding  
[BA-933](#) Market Strategy Planning

The following revised noncredit courses were approved by the Curriculum Committee:

DAID-900A Game Design Essentials  
DAID-900B Web Design Essentials  
DAID-900C Video Production Essentials  
DAID-900D Social Media for Business Essentials  
DAID-900E Digital Design Essentials

The following new noncredit program was approved by the Curriculum Committee:

Business Administration

[Marketing for Entrepreneurs Certificate of Completion](#)