



A Course of Study for
BROADCASTING (AS)
 Associate Degree
 &
Certificate of Achievement Programs

This program teaches students the methods and techniques by which radio and television news programs are produced and delivered and prepares students to be professional broadcasters. Included is instruction in the principles of broadcast technology; program design and production; broadcast editing; and on-and-off camera procedures and techniques. Careers in this field include broadcast technician, disc jockey, movie-TV camera operator, radio producer, TV-radio station manager, and video jockey.

Students planning to transfer to a four-year college should complete the lower division major requirements and the general education pattern for the appropriate transfer college.

For additional career possibilities, visit the Career Services Center on the main campus to utilize computerized career information systems and other valuable career resources.

For other related Broadcasting degrees, see Entertainment Promotion Marketing Production major.

ASSOCIATE DEGREE - 60 UNITS

The Associate degree involves satisfactory completion of a minimum of 60 semester units with a C average or higher including the required units in the area of emphasis (articulated below), fulfillment of the Global Citizenship requirement, and fulfillment of all Santa Monica College general education requirements, CSU GE or IGETC.

Catalog rights dictate that a student may satisfy the requirements of a degree or certificate by completing the general education and major/area of emphasis requirements in effect at any time of their continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the area of emphasis (major) units must be completed at Santa Monica College.

Each course in the area of emphasis (major) must be completed with a grade of C or higher.

BROADCAST PROGRAMMING AND PRODUCTION (20 units)

Program Learning Outcomes: Upon completion of the program, students will be able to analyze and articulate the theories and critical models of the broadcasting industry, demonstrating an understanding of the principles of radio and television production and announcing, including professional terminology and procedures. Students will also be able to demonstrate the basic oral and written communication tools needed to function professionally in a radio and television production environment, including the ability to research, structure and write dramatic and non-dramatic scripts for radio and television.

Required Courses: (15 units)

- Media Studies 1**, Survey of Mass Media Communications (3) *(formerly Communication 1)*
- Media Studies 11**, Introduction to Broadcasting (3) *(formerly Broadcasting 1)*
- Media Studies 12**, Broadcasting Programming and Management (3) *(formerly Broadcasting 2)*
- Media Studies 13**, Broadcasting Announcing and Production (3) *(formerly Broadcasting 3A)*
- Media Studies 14**, Newscasting and Newswriting (3) *(formerly Broadcasting 4A)*

Restricted Electives; students must select at least 5 units from the following list:

- Media Studies 2**, Reading Media: Acquiring Media Literacy Skills (3) *(formerly Communication 2)*
- Media Studies 15**, Advanced Broadcasting Newscasting and Newswriting (3) *(formerly Broadcasting 4B)*
- Media Studies 16**, Sportscasting Fall Sports (3) *(formerly Broadcasting 5A)*
- Media Studies 17**, Sportscasting Spring Sports (3) *(formerly Broadcasting 5B)*
- Media Studies 18**, Broadcast Advertising (3) *(formerly Broadcasting 8)*
- Media Studies 19**, Broadcasting Workshop (3) *(formerly Broadcasting 9)*
- Media Studies 20**, Introduction to Writing and Producing Short Form Media (3) *(formerly Broadcasting 20)*
- Media Studies 21**, Short Form Visual Media Production (3) *(formerly Broadcasting 21)*
- Media Studies 46**, Television Production (3) *(formerly Broadcasting 46)*
- Media Studies 48**, Television Field Production Workshop (3) *(formerly Broadcasting 48)*
- Media Studies 90A**, Internship (1) *(formerly Broadcasting 90A)*
- Media Studies 90B**, Internship (2) *(formerly Broadcasting 90B)*

Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed on a separate sheet in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

BROADCAST SALES AND MANAGEMENT (21 units)

Program Learning Outcomes: Upon completion of the program, students will be able to analyze and articulate the theories and critical models of the broadcasting industry, demonstrating an understanding of the principles of radio and television production and announcing, including professional terminology and procedures. Students will also be able to demonstrate the basic oral and written communication tools needed to function professionally in a radio and television production environment, including the ability to research, structure and write dramatic and non-dramatic scripts for radio and television.

Required Courses: (18 units)

Business 23, Principles of Selling (3)

Media Studies 1, Survey of Mass Media Communications (3) *(formerly Communication 1)*

Media Studies 11, Introduction to Broadcasting (3) *(formerly Broadcasting 1)*

Media Studies 12, Broadcasting Programming and Management (3) *(formerly Broadcasting 2)*

Media Studies 13, Broadcasting Announcing and Production (3) *(formerly Broadcasting 3A)*

Media Studies 18, Broadcast Advertising (3) *(formerly Broadcasting 8)*

Restricted Electives; students must select at least 3 units from the following list:

Business 1, Introduction to Business (3)

Business 24, Creative Selling (3)

Business 27, Introduction to e-Commerce (3) *(same as CIS 27)*

Business 63, Principles of Entrepreneurship (3)

Media Studies 2, Reading Media: Acquiring Media Literacy Skills (3) *(formerly Communication 2)*

Media Studies 20, Introduction to Writing and Producing Short Form Media (3) *(formerly Broadcasting 20)*

Media Studies 21, Short Form Visual Media Production (3) *(formerly Broadcasting 21)*

Media Studies 90A, Internship (1) *(formerly Broadcasting 90A)*

Media Studies 90B, Internship (2) *(formerly Broadcasting 90B)*

Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed on a separate sheet in the Transfer/Counseling Center, as well as online (go to www.smc.edu/articulation).

CERTIFICATE OF ACHIEVEMENT

Catalog rights dictate that a student may satisfy the requirements for a certificate of achievement by completing the major/area of emphasis requirements in effect at any time during the student's continuous enrollment. Continuous enrollment is defined as enrollment in consecutive Fall and Spring semesters until completion.

At least 50% of the units required for Certificates of Achievement must be completed at Santa Monica College.

Students must receive a grade of C or higher in each course to successfully complete the Certificates of Achievement.

BROADCAST PROGRAMMING AND PRODUCTION (20 units)

A Certificate of Achievement is granted upon completion of the required courses listed under the Associate degree.

Students who successfully complete this Certificate of Achievement may elect to receive an Associate degree by satisfying additional general education requirements listed on the Associate degree.

BROADCAST SALES AND MANAGEMENT (21 units)

A Certificate of Achievement is granted upon completion of the required courses listed under the Associate degree.

Students who successfully complete this Certificate of Achievement may elect to receive an Associate degree by satisfying additional general education requirements listed on the Associate degree.