



A Course of Study for
**ENTERTAINMENT PROMOTION/
 MARKETING PRODUCTION (AS)**
Associate Degree
&
Certificate of Achievement Programs

The Entertainment Promotion and Marketing Production program provides students with the skills, knowledge, training and relationships necessary for entry level employment in the Entertainment Promotion and Marketing Production are of the Advertising and Promotion Media industry. This industry sector includes the writing/producing/editing and design of on-air and off-air promotions, commercial advertisements and public service announcements, and ancillary mass media areas such as media strategy and planning, public relations, publicity, and broadcast/internet/interactive media marketing production.

This major may also lead to many other careers. For additional possibilities, visit the Career Services Center on campus to utilize computerized career information systems and other valuable career resources.

For other related Broadcasting degrees, see Broadcasting 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.

ENTERTAINMENT PROMOTION/MARKETING PRODUCTION (24 units)

Program Learning Outcomes: Upon completion of the program, students will demonstrate the ability to use digital video and audio workstations to produce promotional spots, commercials, and various other electronic media projects; they will have gained basic training and practical experience in writing, producing, music selection, and directing voice-over talent for marketing and alternative media branding campaigns; and they will understand modern business marketing concepts and strategies and become familiar with standards, procedures, and techniques used in marketing, including marketing research; target marketing; promotion; and digital media distribution strategies.

Required Courses: (18 units)

Business 20, Principles of Marketing (3)

Entertainment Technology 11, Computer Skills for Digital Media (3)

or

Graphic Design 18, Introduction to Design Applications (3)

Entertainment Technology 31A, Digital Video Fundamentals (3)

Entertainment Technology 31B, Digital Video Editing (3)

Media Studies 20, Introduction to Writing Producing Short-form Media (3) *(formerly Broadcasting 20)*

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

Restricted Electives: (6 units)

Business 26, Marketing Research and Consumer Behavior (3)

Business 34, Introduction to Social Media Marketing (3)

Communication Studies 12, Persuasion (3) *(formerly Speech 2)*

Counseling 16, Job Success Skills (1)

Entertainment Technology 3, Principles of Project Management (3)

Entertainment Technology 40, Digital Audio Fundamentals (3)

Entertainment Technology 41, Digital Audio Editing (3)

Entertainment Technology 37, Digital Imaging for Design I (3)

Entertainment Technology 72, Career Development (2)

Graphic Design 71, Motion Graphics 1 (3)

Journalism 43, Public Relations and Publicity (3)

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

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

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

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

Media Studies 19, Broadcasting Workshop (3) *(formerly Broadcasting 9)*

Media Studies 90A, Broadcasting Internship (1)

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

Additional graduation requirements for the Associate degree from Santa Monica College are listed on a separate sheet available 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.

ENTERTAINMENT PROMOTION/MARKETING PRODUCTION (24 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.