A Course of Study for  
BROADCASTING

Media is a versatile discipline consisting of two areas of study: media studies and media production. Our media studies area focuses on the analysis of the mass media. Media Studies courses use an analytical and historical approach, and students develop skills to assess the role and impact of mass media on society. Students examine the history, values, and structure of media in the US and internationally. Media literacy skills are another fundamental component of Media Studies courses. Upon successful completion of our Media Studies courses, each student should leave as a media literate individual – a more aware, critical audience member with a well-developed sense of mass media’s role in society. There is a wide range of employment possibilities for students trained in Media Studies, including positions in public relations, business, sales, public and personnel relations, and advertising.

Our Media Production courses provide hands-on training in the areas of Television, Radio and Internet Broadcasting, including broadcast news, sports, promotional videos, podcasting, short form and emerging media (360/virtual and augmented reality). Students completing the Broadcasting degrees and/or certificates are prepared for both employment opportunities in the broadcasting industry and transfer into four-year degree programs. The Promo Pathways program provides intensive training and internships for students pursuing promo advertising careers opportunities in the broadcasting industry and transfer into four-year degree programs.

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

PROGRAMS OFFERED

- Transfer Preparation
- Broadcast Programming and Production Associate Degree
- Broadcast Sales and Management Associate Degree
- Entertainment Promotion and Marketing Production Associate Degree
- Broadcast Programming and Production Certificate of Achievement (20 units)
- Broadcast Sales and Management Certificate of Achievement (21 units)
- Entertainment Promotion and Marketing Production Certificate of Achievement (24 units)
- Related Area: Communication Studies
- Related Area: Journalism

TRANSFER PREPARATION

Many colleges/universities offer baccalaureate degrees in this field. Students planning to transfer to a four-year college or university should complete the lower-division major requirements and the general education pattern for the specific transfer institution. SMC has articulation agreements with the many UC and CSU campuses, as well as several private and out-of-state institutions.

Exact major requirements for UC and CSU campuses can be found online at assist.org.

A listing of private, non-profit California colleges and universities can be found online at aiccu.edu. For articulation agreements between SMC and some of these institutions see smc.edu/articulation.

ADDITIONAL INFORMATION ON REVERSE. SUBJECT TO CHANGE WITHOUT NOTICE.
**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 1,** Survey of Mass Media Communications (3) *(formerly Communication 1)*
- **MEDIA 11,** Introduction to Broadcasting (3) *(formerly Broadcasting 1)*
- **MEDIA 12,** Broadcasting Programming and Management (3) *(formerly Broadcasting 2)*
- **MEDIA 13,** Broadcasting Announcing and Production (3) *(formerly Broadcasting 3A)*
- **MEDIA 14,** Newscasting and Newswriting (3) *(formerly Broadcasting 4A)*

**Restricted Electives:** Students must select at least 5 units from the following list:
- **MEDIA 2,** Reading Media: Acquiring Media Literacy Skills (3) *(formerly Communication 2)*
- **MEDIA 15,** Advanced Broadcasting Newscasting and Newswriting (3) *(formerly Broadcasting 4B)*
- **MEDIA 16,** Sportscasting Fall Sports (3) *(formerly Broadcasting 5A)*
- **MEDIA 17,** Sportscasting Spring Sports (3) *(formerly Broadcasting 5B)*
- **MEDIA 18,** Broadcast Advertising (3) *(formerly Broadcasting 8)*
- **MEDIA 19,** Broadcasting Workshop (3) *(formerly Broadcasting 9)*
- **MEDIA 20,** Introduction to Writing and Producing Short Form Media (3) *(formerly Broadcasting 20)*
- **MEDIA 21,** Short Form Visual Media Production (3) *(formerly Broadcasting 21)*
- **MEDIA 46,** Television Production (3) *(formerly Broadcasting 46)*
- **MEDIA 48,** Television Field Production Workshop (3) *(formerly Broadcasting 48)*
- **MEDIA 90A,** Internship (1) *(formerly Broadcasting 90A)*
- **MEDIA 90B,** Internship (2) *(formerly Broadcasting 90B)*

Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed in the Academics section of this catalog, as well as online (go to smc.edu/articulation).
**BROADCAST SALES AND MANAGEMENT, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT**

**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)

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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>BUS 23</td>
<td>Principles of Selling (3)</td>
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<tr>
<td>MEDIA 1</td>
<td>Survey of Mass Media Communications (3) <em>(formerly Communication 1)</em></td>
</tr>
<tr>
<td>MEDIA 11</td>
<td>Introduction to Broadcasting (3) <em>(formerly Broadcasting 1)</em></td>
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<tr>
<td>MEDIA 12</td>
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<td>MEDIA 13</td>
<td>Broadcasting Announcing and Production (3) <em>(formerly Broadcasting 3A)</em></td>
</tr>
<tr>
<td>MEDIA 18</td>
<td>Broadcast Advertising (3) <em>(formerly Broadcasting 8)</em></td>
</tr>
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**Restricted Electives; Students must select at least 3 units from the following list:**

<table>
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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>BUS 1</td>
<td>Introduction to Business (3)</td>
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<tr>
<td>BUS 24</td>
<td>Creative Selling (3)</td>
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<tr>
<td>BUS 27</td>
<td>Introduction to e-Commerce (3) <em>(same as CIS 27)</em></td>
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<tr>
<td>BUS 63</td>
<td>Principles of Entrepreneurship (3)</td>
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<tr>
<td>MEDIA 2</td>
<td>Reading Media: Acquiring Media Literacy Skills (3) <em>(formerly Communication 2)</em></td>
</tr>
<tr>
<td>MEDIA 20</td>
<td>Introduction to Writing and Producing Short Form Media (3) <em>(formerly Broadcasting 20)</em></td>
</tr>
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<td>MEDIA 21</td>
<td>Short Form Visual Media Production (3) <em>(formerly Broadcasting 21)</em></td>
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<td>MEDIA 90A</td>
<td>Internship (1) <em>(formerly Broadcasting 90A)</em></td>
</tr>
<tr>
<td>MEDIA 90B</td>
<td>Internship (2) <em>(formerly Broadcasting 90B)</em></td>
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