A Course of Study for

ENTERTAINMENT PRODUCTION AND MARKETING PRODUCTION

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.

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.
ENTERTAINMENT PROMOTION AND MARKETING PRODUCTION, ASSOCIATE DEGREE OR CERTIFICATE OF ACHIEVEMENT

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)

- **BUS** 20, Principles of Marketing (3)

- **ET** 11, Computer Skills for Digital Media (3)

  or

- **GRDSN** 18, Introduction to Design Applications (3)

  or

- **ET** 31A, Digital Video Fundamentals (3)
- **ET** 31B, Digital Video Editing (3)
- **MEDIA** 20, Introduction to Writing Producing Short-form Media (3) *(formerly Broadcasting 20)*
- **MEDIA** 21, Short-form Visual Media Production (3) *(formerly Broadcasting 21)*

Restricted Electives: (6 units)

- **BUS** 26, Marketing Research and Consumer Behavior (3)
- **BUS** 34, Introduction to Social Media Marketing (3)
- **COM ST** 12, Persuasion (3)
- **COUNS** 16, Job Success Skills (1)
- **ET** 3, Principles of Project Management (3)
- **ET** 40, Digital Audio Fundamentals (3)
- **ET** 41, Digital Audio Editing (3)
- **ET** 37, Digital Imaging for Design I (3)
- **ET** 72, Career Development (2)
- **GRDSN** 64, Digital Imaging for Design I (3)
- **GRDSN** 71, Motion Graphics 1 (3)
- **JOURN** 43, Public Relations and Publicity (3)
- **MEDIA** 2, Reading Media Acquiring Media Literacy Skills (3) *(formerly Communication 2)*
- **MEDIA** 11, Introduction to Broadcasting (3) *(formerly Broadcasting 1)*
- **MEDIA** 13, Broadcasting Announcing and Production (3) *(formerly Broadcasting 3A)*
- **MEDIA** 18, Broadcast Advertising (3) *(formerly Broadcasting 8)*
- **MEDIA** 19, Broadcasting Workshop (3) *(formerly Broadcasting 9)*
- **MEDIA** 90A, Broadcasting Internship (1)
- **MEDIA** 90B, Broadcasting Internship (2) *(formerly Broadcasting 90B)*