



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 (24 units)
- Broadcast Programming and Production Certificate of Achievement
- Broadcast Sales and Management Certificate of Achievement
- Entertainment Promotion and Marketing Production Certificate of Achievement (24 units)
- Related Area: Communication Studies
- Related Area: Journalism

ASSOCIATE DEGREE REQUIREMENTS

An Associate degree is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a minimum of **60 degree applicable semester units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;
- Completion of one of the following general education patterns: SMC GE, CSU GE, or IGETC;
- Completion of the SMC Global Citizenship graduation requirement.

CERTIFICATE OF ACHIEVEMENT REQUIREMENTS

A Certificate of Achievement is granted upon successful completion of a program of study with a minimum overall grade point average (GPA) of 2.0 (C) and a **designated minimum number of units**, including:

- Completion of the area of emphasis with a grade of C or higher in each course, or with a P if the course was taken on a Pass/No Pass basis, and the P is equal to a C or higher;
- Completion of at least 50% of area of emphasis units at Santa Monica College;

CATALOG RIGHTS

A student may satisfy the requirements of a degree that were in effect at any time of the student's *continuous* enrollment. Continuous enrollment is defined as enrolment in consecutive Fall and Spring semesters until completion.

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, nonprofit 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.

AREA OF EMPHASIS: (24 UNITS)

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)

ET 31A, Digital Video Fundamentals (3)

ET 31B, Digital Video Editing (3)

MEDIA 20, Introduction to Writing Producing Short-form Media (3)

MEDIA 21, Short-form Visual Media Production (3)

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)

MEDIA 11, Introduction to Broadcasting (3)

MEDIA 13, Broadcasting Announcing and Production (3)

MEDIA 18, Broadcast Advertising (3)

MEDIA 19, Broadcasting Workshop (3)

MEDIA 90A, Broadcasting Internship (1)

MEDIA 90B, Broadcasting Internship (2)