

PROMAX Promo Pathway

Entertainment Promotion & Marketing Production Cohort Program

COURSE PLAN 2021 – 2022

9 Courses, 27 Units

SUMMER 2021

Orientation

1ST FALL SESSION
Aug. 30 - Oct. 20, 2021

GR DES 18 - Intro to Graphic Design Applications
(Illustrator, In Design, Photoshop)
Mon/Wed, 6:30pm-9:35pm (SECTION 4134)

BUS 28 - Marketing Promotions
Tues/ Thursday, 6:30pm-9:35pm (SECTION 4033)

2ND FALL SESSION
Oct. 26 - Dec. 16, 2021

DMPOST 3 - Digital Video Fundamentals
(Adobe Premier)
Mon/Wed, 6:30pm-9:35pm (SECTION 4074)

MEDIA 20 - Writing and Producing Short Form Media
(Scriptwriting for Promos)
Tues/ Thursday, 6:30pm-9:35pm (SECTION 4223)

WINTER 2022
Jan 4 - Feb 11, 2022

DMPOST 30 - Digital Video Editing
(AVID Media Composer)
Mon/Tues/ Thursday, 6:30pm-9:35pm (SECTION TBA)

1ST SPRING SESSION
Feb. 16 - April 11, 2022

DES 71 - Motion Graphics
(Adobe After Effects)
Mon/Wed, 6:30pm-9:35pm (SECTION TBA)

Media 21 - Short Form Visual Media Production
Tues/ Thursday, 6:30pm-9:35pm (SECTION TBA)

2ND SPRING SESSION
April 19 - June 13, 2022

BUS 34 - Intro Social Media Marketing
Mon/Wed, 6:30pm-9:35pm (SECTION TBA)

DMPOST 2 - Digital Audio Fundamentals
(AVID Pro Tools)
Tues/ Thursday, 6:30pm-9:35pm (SECTION TBA)

SUMMER 2022

Internship (Optional)