

PROMAX Promo Pathway

Entertainment Promotion & Marketing Production Cohort Program

FY 2023-2024

27 units, 9 Courses

SUMMER 2023

ORIENTATION

1ST FALL SESSION 2023

Aug 28 - Oct 22, 2023

DMPOST 2 - Digital Audio Fundamentals
Adobe Audition *Monday/Wednesday,*
6:30pm-9:35pm

DMPOST 3 - Digital Video
Fundamentals *Adobe Premier*
Tues/ Thur , 6:30pm-9:35pm

2ND FALL SESSION 2023

Oct 23 - Dec 17, 2023

DESIGN 13 - Digital Design Tools
Graphic Design Adobe Illustrator, InDesign, Photoshop
Mon / Wed, 6:30pm-9:35pm

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

WINTER 2024

Jan 2- Feb 8, 2024

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

1ST SPRING SESSION 2024

Feb 12 - Apr 07 2024

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

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

2ND SPRING SESSION 2024

April 15 - Jun 9, 2024

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

Media 21 - Short Form Visual Media Production
(Section TBD) (Non-Fiction books)
Tues/ Thursday, 6:30pm-9:35m

SUMMER 2024

INTERNSHIP