



ENTERTAINMENT PROMOTIONS & MARKETING PRODUCTION



Your future starts here.

Launch your career in creative advertising at SMC's Promo Pathway Program. In partnership with Promax, it is the nation's first accredited on-air certificate program. Students build the creative skills to write, edit, and produce promotional material for entry-level roles in the entertainment industry. Today, marketing and entertainment content are converging across all mediums and marketing media is vital to most campaigns.

- Pr** Adobe Premiere
- Au** Adobe Audition
- Ai** Adobe Illustrator
- Ps** Adobe Photoshop
- Id** Adobe InDesign
- Ac** Avid Media Composer
- Ae** Adobe After Effects



- Social Media Manager
- Digital Editor
- Producer / Editor
- Writer / Producer
- Motion Designer
- Junior Editor
- Associate Producer
- Copywriter
- Post Production Asisstant
- Graphic Designer
- Social Media Creator
- Creative Producer
- Digital Marketing
- Marketing Coordinator
- Creative Strategy
- Production Manager

APPLICATION OPENS: JANUARY 8
APPLICATION DEADLINE : JUNE 14

Learn more about the Promo Pathway Program certificate at www.smc.edu/promo

PROMO PATHWAY PROGRAM

Entertainment Promotion & Marketing Production Certificate

The Promo Pathway certificate program is offered starting in the Fall 2024. Completers earn a Certificate of Achievement, Entertainment Promotions & Marketing Production and on pace to an A.S. Degree.

CERTIFICATE REQUIREMENTS (1 YEAR)

SCHEDULED SEQUENCE OF COURSES

CERTIFICATE OF ACHIEVEMENT | 27 UNITS ENTERTAINMENT PROMOTIONS / MARKETING PRODUCTION



FALL SEMESTER (12 UNITS)

DMPOST 3, Video Editing Fundamentals (3)

DMPOST 2, Digital Audio Fundamentals (3)

DESIGN 13, Graphic Design fundamentals (3)

BUS 28, Marketing and Promotions (3)



WINTER SESSION: (3 UNITS)

DMPOST 30, Video Editing Fundamentals (3)



SPRING SEMESTER (12 UNITS)

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

DESIGN 71, Motion Graphic 1 (3)

BUS 34, Introduction to Social Media Marketing (3)

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



SUMMER SESSION (optional)

ET 90 A - Internship



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Participants entering the program will commit to the yearlong curriculum. Individuals passionate about video editing and a creative advertising career, or possess work experience in marketing, are encouraged to apply at www.smc.edu/promo.

Questions regarding the application process, please contact Franco_Mario@smc.edu

