



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

DEGREES AND CERTIFICATES

Associate Degrees

- Broadcast Programming and Production
- Broadcast Sales and Management
- Entertainment Promotion and Marketing Production

Certificates of Achievement

- Broadcast Programming and Production
- Broadcast Sales and Management
- Entertainment Promotion and Marketing Production

Related Areas

- Communication Studies
- Journalism

ASSOCIATE DEGREE REQUIREMENTS

An Associate degree is granted upon successful completion of a program of study with a minimum grade point average (GPA) of 2.0 (C) in degree applicable coursework 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 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. Department Chairs have the discretion to waive the 50% minimum units required at SMC to meet the major or area of emphasis. All major coursework must be completed with a “C” or better grade.

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 means attendance in at least one semester (Fall or Spring) in each academic year.

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 28	Marketing Promotion	3
DESIGN 13	Digital Design Tools (<i>formerly GR DES 18</i>)	3
DMPOST 3	Digital Video Fundamentals (<i>formerly ET 31A</i>)	3
DMPOST 30	Digital Video Editing (<i>formerly ET 31B</i>)	3
MEDIA 20	Introduction to Media Writing Producing Short-form Content	3
MEDIA 21	Short-form Visual Media Production	3

Restricted Electives: (6 units)

ANIM 75	Career Development (<i>formerly ET 72</i>)	2
BUS 26	Marketing Research and Consumer Behavior	3
BUS 29	Public Relations and Publicity (<i>same as JOURN 43</i>)	3
BUS 33	Broadcast Advertising (<i>same as MEDIA 18</i>)	3
BUS 34A	Introduction to Social Media Marketing	3
COM ST 12	Persuasion	3
COUNS 16	Job Success Skills	1
DESIGN 26	Motion Graphics 1 (<i>formerly GR DES 71</i>)	3
DMPOST 1	Digital Media Workflow Management (<i>formerly ET 3</i>)	3
DMPOST 2	Digital Audio Fundamentals (<i>formerly ET 40</i>)	3
DMPOST 20	Digital Audio Editing (<i>formerly ET 41</i>)	3
GR DSN 64	Digital Imaging for Design	3
JOURN 43	Public Relations and Publicity (<i>same as BUS 29</i>)	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 (<i>same as BUS 33</i>)	3
MEDIA 19	Beginning Radio/Podcasting Production Workshop	3
MEDIA 90A	Broadcasting Internship	1
MEDIA 90B	Broadcasting Internship	2