DEGREES, CERTIFICATES, AND TRANSFER PREPARATION INFORMATION

MEDIA STUDIES

Media is a versatile discipline consisting of two areas of study: media studies and media production. Our media studies area focuses on the analysis of the mass media. Media Studies courses use an analytical and historical approach, and students develop skills to assess the role and impact of mass media on society. Students examine the history, values, and structure of media in the US and internationally. Media literacy skills are another fundamental component of Media Studies courses. Upon successful completion of our Media Studies courses, each student should leave as a media literate individual – a more aware, critical audience member with a well-developed sense of mass media's role in society. There is a wide range of employment possibilities for students trained in Media Studies, including positions in public relations, business, sales, public and personnel relations, and advertising.

SMC's Media Production courses provide hands-on training in the areas of television, radio and Internet broadcasting, including broadcast news, sports, promotional videos, podcasting, short form,, and emerging media (360/virtual and augmented reality). Students completing the Broadcasting degrees and/or certificates are prepared for both employment opportunities in the broadcasting industry and transfer into four-year degree programs. The Promo Pathway program provides intensive training and internships for students pursuing promo advertising careers opportunities in the broadcasting industry and transfer into four-year degree programs.

Programs Offered

- Transfer Preparation
- Career Opportunities
- Associate Degrees
  - Broadcast Programming and Production
  - Broadcast Sales and Management
  - Entertainment Promotion and Marketing Production
  - Esports Management, Production, and Performance
- Certificates of Achievement
  - Broadcast Programming and Production
  - Broadcast Sales and Management
  - Entertainment Promotion and Marketing Production
  - Esports Management, Production, and Performance
- *See also: 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 or Cal-GETC;
- 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*.

Broadcast Programming and Production, Associate Degree or Certificate of Achievement

The Media Production courses provide hands-on training in the areas of Television, Radio, and Internet Broadcasting, including broadcast news, sports, promotional videos, podcasting, short form and emerging media (360/virtual and augmented reality). Students completing the Broadcasting degrees and/or certificates are prepared for both employment opportunities in the broadcasting industry and transfer into four-year degree programs. The Promo Pathways program provides intensive training and internships for students pursuing promo advertising careers opportunities in the broadcasting industry, and transfer into four-year degree programs.

Program Learning Outcomes: Upon completion of the program, students will be able to analyze and articulate the theories and critical models of the broadcasting industry, demonstrating an understanding of the principles of radio and television production and announcing, including professional terminology and procedures. Students will also be able to demonstrate the basic oral and written communication tools needed to function professionally in a radio and television production environment, including the ability to research, structure, and write dramatic and non-dramatic scripts for radio and television.

Area of Emphasis: (20 units)

Required Courses: (15 units)

MEDIA 1, Survey of Mass Media Communications (3)
MEDIA 11, Introduction to Broadcasting (3)
MEDIA 12, Broadcasting Programming and Management (3)
MEDIA 13, Broadcasting Announcing and Production (3)

JOURN 4A, Newscasting and Newswriting *(same as MEDIA 14)* (3)
or
MEDIA 14, Newscasting and Newswriting *(same as JOURN 4A)* (3)
Restricted Electives; Select at least 5 units from the following list:
BUS 33, Broadcast Advertising *(same as MEDIA 18)* (3)
MEDIA 2, Media Literacy (3)
MEDIA 15, Advanced Newscasting and Newswriting (3)
MEDIA 16, Sportscasting Fall Sports (3)
MEDIA 17, Sportscasting Spring Sports (3)
MEDIA 18, Broadcast Advertising *(same as BUS 33)* (3)
MEDIA 19, Beginning Radio/Podcasting Production Workshop (3)
MEDIA 20, Introduction to Media Writing and Producing Short-Form Content (3)
MEDIA 21, Short-Form Visual Media Production (3)
MEDIA 46, Television Production (3)
MEDIA 48, Television Field Production Workshop (3)
MEDIA 90A, Media Studies Internship (1)
MEDIA 90B, Media Studies Internship (2)
Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed in the Academics section of this catalog, as well as online (go to smc.edu/articulation).

Broadcast Sales and Management, Associate Degree or Certificate of Achievement

Broadcast Sales and Management courses prepare students for careers in media sales and management, brand integration, and interactive media for television, radio, Internet, and emerging technology (360/virtual and augmented reality). Students completing the Broadcasting degrees and/or certificates are prepared for both employment opportunities in the digital media industry and transfer into four-year degree programs. There is a wide range of employment possibilities for students trained in Media Sales and Management, including positions in public relations, business, sales, public and personnel relations, and advertising.

Program Learning Outcomes: Upon completion of the program, students will be able to analyze and articulate the theories and critical models of the broadcasting industry, demonstrating an understanding of the principles of radio and television production and announcing, including professional terminology and procedures. Students will also be able to demonstrate the basic oral and written communication tools needed to function professionally in a radio and television production environment, including the ability to research, structure, and write dramatic and non-dramatic scripts for radio and television.

Area of Emphasis: (21 units)
Required Courses: (18 units)
BUS 23, Principles of Selling (3)
MEDIA 1, Survey of Mass Media Communications (3)
MEDIA 11, Introduction to Broadcasting (3)
MEDIA 12, Broadcasting Programming and Management (3)
MEDIA 13, Broadcasting Announcing and Production (3)

BUS 33, Broadcast Advertising *(same as MEDIA 18)* (3)
or
MEDIA 18, Broadcast Advertising *(same as BUS 33)* (3)
Restricted Electives; Select at least 3 units from the following:
BUS 1, Introduction to Business (3)
BUS 27, Introduction to E-Commerce (3)
BUS 63, Principles of Entrepreneurship (3)
MEDIA 2, Media Literacy (3)
MEDIA 20, Introduction to Media Writing and Producing Short-Form Content (3)
MEDIA 21, Short-Form Visual Media Production (3)
MEDIA 28, Advertising Copywriting – Persuasive Communication (3)
MEDIA 90A, Media Studies Internship (1)
MEDIA 90B, Media Studies Internship (2)

Entertainment Promotion and Marketing Production, Associate Degree or Certificate of Achievement

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 area 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.

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. Students 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 *(formerly GR DES 18)* (3)
DMPOST 3, Digital Video Fundamentals *(formerly ET 31A)* (3)
DMPOST 30, Digital Video Editing *(formerly ET 31B)* (3)
MEDIA 20, Introduction to Media Writing and Producing Short-Form Content (3)
MEDIA 21, Short-Form Visual Media Production (3)
Restricted Electives: (6 units)
ANIM 75, Career Development *(formerly ET 72)* (2)
BUS 26, Marketing Research and Consumer Behavior (3)
BUS 29, Public Relations and Publicity *(same as JOURN 43)* (3)
BUS 33, Broadcast Advertising *(same as MEDIA 18)* (3)
BUS 34A, Introduction to Digital Marketing *(formerly BUS 34)* (3)
COM ST 12, Persuasion (3)
COUNS 16, Job Success Skills (1)
DESIGN 26, Motion Graphics 1 *(formerly GR DES 71)* (3)
DMPOST 1, Digital Media Workflow Management *(formerly ET 3)* (3)
DMPOST 2, Digital Audio Fundamentals *(formerly ET 40)* (3)
DMPOST 20, Digital Audio Editing *(formerly ET 41)* (3)
DESIGN 26, Motion Graphics 1 *(formerly GR DES 71)* (3)
JOURN 43, Public Relations and Publicity *(same as BUS 29)* (3)
MEDIA 2, Media Literacy (3)
MEDIA 11, Introduction to Broadcasting (3)
MEDIA 13, Broadcasting Announcing and Production (3)
MEDIA 18, Broadcast Advertising *(same as BUS 33)* (3)
MEDIA 19, Beginning Radio/Podcasting Production Workshop (3)
MEDIA 90A, Media Studies Internship (1)
MEDIA 90B, Media Studies Internship (2)

Esports Management, Production and Performance, Associate Degree or Certificate of Achievement

This cross-disciplinary program gives students an introduction to esports while preparing them for careers in media and game studies. Students completing the esports degree and certificates get prepared for employment opportunities in the digital media industry and transfer into four-year degree programs. There is a wide range of employment possibilities for students training in esports, leading to careers in journalism, athletic teams coordination, sportscasting, and media production and management.

Program Learning Outcomes: Upon completion of the program, students will be able to analyze and articulate the theories and critical models of the gaming and media industries, demonstrating an understanding of the principles of esports announcing, production, and performance, including professional terminology and procedures. Students will also be able to demonstrate the essential oral and written communication tools needed to function professionally in a media television production environment, including the ability to coordinate team sports.

Area of Emphasis: (24 units)

Required Courses: (18 units)

GAME 1, Game Design Fundamentals *(formerly ET 42)* (3)
GAME 2, Game Mechanics *(formerly ET 44)* (3)
MEDIA 4, Introduction to Game Studies (3)
MEDIA 17, Sportscasting Spring Sports (3)
MEDIA 46, Television Production (3)
PRO CR 15, Sports Management (3)

Restricted Electives: Select at least 6 units from the following list:

BUS 56, Understanding the Business of Film Entertainment (3)
DMPOST 3, Digital Video Fundamentals *(formerly ET 31A)* (3)
DMPOST 30, Digital Video Editing *(formerly ET 31B)* (3)
GAME 3, Fundamentals of Unreal Engine (3)
DESIGN 26, Motion Graphics 1 *(formerly GR DES 71)* (3)
DESIGN 36, Motion Graphics 2 *(formerly GR DES 71B)* (3)
JOURN 1, The News (3)
JOURN 2, Intermediate Newswriting and Reporting (3)
JOURN 7, Engaging Audiences for Journalism and Social Media *(same as MEDIA 25)* (4)
MEDIA 16, Sportscasting Fall Sports (3)
MEDIA 90A, Media Studies Internship (1)
MEDIA 90B, Media Studies Internship (2)
PRO CR 80, Athletes and Leadership (3)

Additional general education and graduation requirements for the Associate degree from Santa Monica College are listed in the Academics section of this catalog, as well as online (go to smc.edu/articulation).