



MEDIA PROGRAMMING & MANAGEMENT – OCCUPATIONAL SKILLS CERTIFICATE

Top Code:

0604.00

This curriculum prepares students for entry-level positions in the managerial areas of commercial, corporate, and public media. With ever expanding media outlets, professional opportunities will continue to grow. Account executives, account executive assistants, program directors, assistant program directors, station managers, audience researchers and other administrative staff will find increased demand.

An Occupational Skills Certificate is awarded upon completion of all required courses with a grade C or better.

Requirements for the Occupational Skills Certificate

Code	Title	Units
Required Courses		
TVR 001	INTRODUCTION TO ELECTRONIC MEDIA	3
TVR 019	INTRODUCTION TO MEDIA AESTHETICS AND CINEMATIC ARTS	3
TVR 021	ENTERTAINMENT INDUSTRY BUSINESS PRACTICES, MANAGEMENT, AND PRODUCING	3
Required Electives		
Select any two of the following:		6-7
BUS 010	INTRODUCTION TO MANAGEMENT	
TVR 002A	BEGINNING AUDIO PRODUCTION	
TVR 007	BEGINNING TV STUDIO PRODUCTION	
TVR 012	BEGINNING ANNOUNCING AND PERFORMING IN ELECTRONIC MEDIA	
TVR 014A	BEGINNING RADIO PRODUCTION	
TVR 015	MEDIA WRITING	
TVR 016A	PRODUCING & DIRECTING I	
TVR 017A	TELEVISION AND FILM SCRIPT WRITING	
TVR 018	MULTIMEDIA NEWS PRODUCTION	
Total Units		15-16