

AUDIO MEDIA (CERTIFICATE N0948)

Arts Division

Certificate N0948

The Audio Media AS Degree is designed for students who are interested in all facets of audio media in front and behind the microphone. Instruction prepares students for entry-level jobs including podcasting, audio production, promotions, social media, radio broadcasting and media management. Practical hands-on experience is available at the campus radio stations as well as podcast and production studios.

Required Courses

Course Prefix	Course Name	Units
R-TV 01	Introduction to Electronic Media	3
R-TV 02	On-Air Personality Development	3
R-TV 09	Media Sales and Promotion	3
R-TV 10	Audio Media Programming and Producing	3
R-TV 11A	Beginning Audio Media Production	3
R-TV 15	Broadcast Law and Business Practices	3
R-TV 17	Introduction to Podcasting	3
R-TV 96A	Beginning Campus Radio Station Lab: Studio Procedures and Equipment Operations *	1
R-TV 96B	Intermediate Campus Radio Station Lab: On-Air and Behind-the-Scenes Skills *	1
R-TV 96C	Advanced Campus Radio Station Lab: Program Hosting and Management Skills *	1
R-TV 101	Work Experience in Audio Media *	1
Required Electives: Choose a minimum of 3 units		3
R-TV 03	Sportscasting and Reporting	
R-TV 05	Newswriting for Audio Media	
R-TV 06	Broadcast Traffic Reporting	
R-TV 11B	Advanced Audio Media Production	
R-TV 32	Social Media in Broadcasting	
R-TV 35	Pop Culture in the Media	
R-TV 36	Beginning Commercial Voice-Overs	
Total Units		28

* Variable unit course. One unit required.

Program Learning Outcomes

Review Student Learning Outcomes (SLOs) (<http://www.mtsac.edu/instruction/outcomes/sloinfo.html>) for this program.