



CURRICULUM GUIDE 2016-2017

BROADCASTING: RADIO PROGRAM MANAGEMENT

Certificate of Accomplishment in Broadcasting: Radio Program Management

CERTIFICATES OF ACCOMPLISHMENT

Requirements for Certificate of Accomplishment:

- a) Complete satisfactorily the courses listed for the particular certificate.
- b) Complete at least 50% of the required units at Ohlone College.
- c) Maintain a 2.0 grade point average.

BROADCASTING: RADIO PROGRAM MANAGEMENT

The Radio Broadcasting Program Management certificate indicates successful completion of courses covering the operation of digital and analog studio systems required for on-air and basic production applications. Additional emphasis is placed upon radio station programming techniques, management structure, research, and the responsibilities of the program director.

Student Learning Outcomes

1. Develop an understanding of the radio broadcasting industry from a strategic, analytical, organizational, cultural, and historic perspective.
2. Demonstrate a comprehensive understanding of the radio broadcasting operation from a management perspective.
3. Analyze the marketplace from a strategic standpoint and create a commercially viable radio station operations plan.
4. Demonstrate the ability to operate a radio broadcast facility from a technical legal, content, and strategic standpoint.

BRDC-120	Introduction to Electronic Media	3
BRDC-123A	Radio Operations I	3
BRDC-123B	Radio Operations II	3
BRDC-127A	Radio Broadcast Lab	1
BRDC-128	Radio Programming and Marketing	<u>2</u>
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