



## CURRICULUM GUIDE 2013-2014

### 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	2
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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