



## Advertising/Public Relations Associate of Arts Degree

This program is part of CRC's offerings in Radio, Television and Film Production and is designed for students interested in careers in public relations and advertising. This program trains students in public relations and advertising theory and exposes them to production techniques for the Internet, radio, television and print media.

### SUGGESTED PROGRAM COURSE SCHEDULE

#### SEMESTER 1

15-16 UNITS

Course	Units	Pre-Reqs <sup>^</sup>	Semesters offered*	GE Area
<b>CISC 302/ JOUR 330</b> Computer Familiarization	2	Advisory: BUSTEC 302	F(O), S(O), Su(O)	CRC Area III(b)
<b>RTVF 300/ JOUR 310</b> Mass Media & Society	3		F(O), S(O), Su(O)	CRC Area V(b)
<b>RTVF 330</b> Beg Single Camera Production	3		F, S	
<b>CRC Area II(a)</b> English Competency	3	Recommend meeting with a counselor	F, S, Su	CRC Area II(a)
<b>CRC Area II(b)</b> Math Competency	3-4	Recommend meeting with a counselor	F, S, Su	CRC Area II(b)
<b>CRC Area III(a)</b> Life Development Skills	1		F, S, Su	CRC Area III(a)

#### SEMESTER 2

15 UNITS

Course	Units	Pre-Reqs <sup>^</sup>	Semesters offered*	GE Area
<b>RTVF 376/ MKT 314</b> Advertising	3		S	
<b>JOUR 351</b> PR Writing & Media Techniques	3		S	
<b>COMM 341</b> Organizational Comm	3	ENGWR 101	S(O)	CRC Area V(b)
<b>PHOTO 301</b> Beg Photo	3		F, S	CRC Area I
<b>CRC Area IV</b> Natural Sciences Or taken in summer	3		F, S, Su	CRC Area IV

<sup>^</sup>You must have passed the prerequisite course(s) with a "C" or better; Corequisite must be taken during the same semester; Advisory means it is recommended but not required to enroll in the course.

\*(O) = online available (H) = hybrid available

**Career Options/Outlook:** Public relations specialists engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. **Career opportunities require more than two years of college study.**

**A sample of reported job titles:** Account Executive, Communications Director, Communications Specialist, Corporate Communications Specialist, Media Relations Specialist, Public Affairs Specialist, Public Information Officer, Public Information Specialist, Public Relations Coordinator, Public Relations Specialist (PR Specialist)

**Projected job opening in California (2018-2028):**  
2,980

**Projected growth in California:**  
Above Average (11%)

**Salary in California:**  
Median wage (2018) with advanced degree: \$65,830/yr  
Source:  
<https://www.onetonline.org/link/summary/27-3031.00>

**SEMESTER 3**

**15 UNITS**

Course	Units	Pre-Reqs <sup>^</sup>	Semesters offered*	GE Area
<b>RTVF 370</b> Broadcast Writing & Announcing	3	None	F	
<b>JOUR 300</b> Newswriting & Reporting	3	None	F, S	CRC Area II(b)
<b>MKT 310</b> Selling Professionally	3	None	F, S	
<b>COMM 301</b> Intro to Public Speaking	3	None	F, S, Su	CRC Area II(b)
<b>RTVF 312</b> Beg Radio Production	3	None	F, S	

**SEMESTER 4**

**15 UNITS**

Course	Units	Pre-Reqs <sup>^</sup>	Semesters offered*	GE Area
<b>CRC Area VI</b> Ethnic/Multicultural Studies	3		F, S, Su	CRC Area VI
<b>CRC Area V(a)</b> American Institutions	3		F, S, Su	CRC Area V(a)
<b>Elective-suggestion:</b> <b>RTVF 331</b> Beg TV Studio Production	3		F, S	
<b>Elective-suggestion:</b> <b>RTVF 360</b> Intro to Motion Graphics: Adobe After Effects	3		F, S	
<b>Elective-suggestion:</b> <b>RTVF 498</b> Work Exp in RTVF	3		F(O,H), S(O), Su(O)	CRC Area III(b)

<sup>^</sup>You must have passed the prerequisite course(s) with a "C" or better; Corequisite must be taken during the same semester; Advisory means it is recommended but not required to enroll in the course.

\*(O) = online available (H) = hybrid available

**Honors option:**

The CRC Honors Program is designed specifically for academically accomplished students and for students with the potential for high achievement. Students who complete 15 units or more in honors-designated courses will earn special recognition as an Honors Scholar, a distinction that may entitle the student to guaranteed transfer and scholarship opportunities at select transfer colleges and universities.

**Transfer notes:**

Please meet with a counselor for specific transfer course evaluation or transferring to a specific 4-year institution.

**General Education (GE):**

Non-specified GE courses identified by CRC Area, CSU Area or IGETC Area without pre- or co-requisite can be taken at any semester.

**For the degree**, students have the option of completing 6 units from the following:

- RTVF 312 Beginning Radio Production (3 units)
- RTVF 316 Intro to Radio Workshop (3 units)
- RTVF 331 Beg Television Studio Production (3 units)
- RTVF 360 Intro to Motion Graphics: Adobe After Effects (3 units)
- RTVF 380 Broadcast Journalism (3 units)
- RTVF 498 Work Experience in RTVF (1-4 units)
- JOUR 335 Intro to Desktop Publishing (2 units)
- JOUR 340 Writing for Publication (3 units)
- PHOTO 301 Beginning Photography (3 units)
- PHOTO 320 Color Photography (3 units)
- PHOTO 340 Careers in Photography (3 units)
- COMM 301 Intro to Public Speaking (3 units)
- COMM 363 Intro to Comm Theory (3 units)