



Advertising/Public Relations A.A. Degree

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

Total Units: 60

First Year

Semester 1

15 Units

COURSE	UNITS	PRE-REQS [^]	SEMESTERS OFFERED*	GE AREA
CISC 302¹ Z Computer Familiarization	2	Advisory: BUSTEC 302	F(O), S(O), Su(O)	CRC Area III(b)
JOUR 310² Z Mass Media and Society	3		F(O), S(O), Su(O)	CRC Area V(b)
RTVF 330 Beginning Single Camera Production	3		F, S	
CRC Area II(b)-English Competency Z	3	Recommend meeting with a counselor	F, S, Su	CRC Area II(b)
CRC Area II(a)-Math Competency Z	3	Recommend meeting with a counselor	F, S, Su	CRC Area II(a)
CRC Area III(a)-Physical Edu Activity Z	1		F, S, Su	CRC Area III(a)

Z At least one section of this course is offered with free textbooks and is labeled as zero textbook costs (ZTC). If it is a GE area class or elective, there may be several ZTC offerings to fulfill the GE requirement. Use the Free Textbook filter to find these courses. Learn more on the [ZTC page of the college website](#).

¹ Also listed as JOUR 330

² Also listed as RTVF 300

Semester 2

15 Units

COURSE	UNITS	PRE-REQS [^]	SEMESTERS OFFERED*	GE AREA
MKT 314¹ Advertising	3		S	
JOUR 351 Z Public Relations Writing and Media Techniques	3		S	
COMM 341 Z Organizational Communication	3	ENGWR 101	S(O)	CRC Area V(b)

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 an associate degree.**

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 openings in California (2020-2030):

3,030

Projected growth in California (2020-2030):

17% growth

Median Salary in California with

COURSE	UNITS	PRE-REQS [^]	SEMESTERS OFFERED*	GE AREA
PHOTO 301 ^Z Beginning Photography	3		F, S	CRC Area I
CRC Area IV-Natural Sciences ^Z	3		F, S, Su	CRC Area IV

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¹ Also listed as RTVF 376

Year 2

Semester 3

15 Units

COURSE	UNITS	PRE-REQS [^]	SEMESTERS OFFERED*	GE AREA
RTVF 370 Broadcast Writing & Announcing	3		F	
JOUR 300 ^Z Newswriting and Reporting	3		F, S	CRC Area II(b)
COMM 301 ^Z Introduction to Public Speaking	3		F, S, Su	CRC Area II(b)
MKT 310 ^Z Selling Professionally	3		F, S	
RTVF 312 ^Z Beginning Radio Production	3		F, S	

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Semester 4

15 Units

COURSE	UNITS	PRE-REQS [^]	SEMESTERS OFFERED*	GE AREA
CRC Area VI-Ethnic/Multicultural Studies ^Z	3		F, S, Su	CRC Area VI
CRC Area V(a)-American Institutions ^Z	3		F, S, Su	CRC Area V(a)
Elective ¹	3		F, S, Su	
Elective ²	3		F, S, Su	
Elective ³	3		F, S, Su	

advanced degree (2021):

\$75,010/yr

Source:

<https://www.onetonline.org/link/summary/27-3031.00>

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)

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^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 (P) = partially online

¹ Suggestion-RTVF 360 Intro to Motion Graphics: Adobe After Effects (F, S). Refer to [Course Number](#) for the appropriate course level necessary for the degree.

² Suggestion-RTVF 498 Work Experience in RTVF (F, S, Su). Refer to [Course Number](#) for the appropriate course level necessary for the degree.

³ Units required to total 60 units for graduation. Refer to [Course Number](#) for the appropriate course level necessary for the degree.

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)

About this map:

This program map represents one possible pathway to complete the program. Please see a counselor to create an education plan that is customized to meet your needs. This map is not a guarantee of course availability or financial aid applicability.

Zero Textbook Costs (ZTC):

The Zero Textbook Costs designation and logo are added to any course that provides free access to all required instructional materials. These are typically shared with students through Canvas. Courses that are designated as ZTC may still require students to purchase supplemental materials such as lab coats, a calculator, art supplies, etc. See full definitions and searching tips on the [Zero Textbook Costs page](#) of the college website.