

The Matney Mass Media Program at Amarillo College

Prepare for a career in broadcasting, audio/video production, public relations, advertising, social media, journalism, feature writing, radio, online marketing and other aspects of the mass media. Amarillo College offers small classes, hands-on experience and a variety of choices to meet your needs.

Associate in Science (A.S.) degrees in mass media are designed to satisfy the first two years of a four-year program at a senior institution. Career and technical education degrees (A.A.S.) and certificates prepare students for entry level positions in social media, online marketing, radio and television stations, newspapers and magazines, production houses and advertising agencies and much more.

Students can complete a level I certificate in about a year and then move on to complete the advanced certificate and/or associate of applied science degree. Students who plan to transfer and complete a bachelor's can add on a certificate to develop enhanced technical skills. The time required to complete a degree or certificate will depend on numerous factors including whether the student attends class full-time or part-time and whether any remedial classes are needed. Most students can complete a certificate in two semesters and a degree in four to six semesters. The following course requirements reflect the 2017-2018 AC catalog:

Mass Media Associate in Science Transfer Degree COMM.AS.MCOMM 60 hours

ENGL 1301 – Composition I
ENGL 1302 - Composition II or ENGL 2311 - Technical and Business Writing
Mathematics - 3 Hours
Life & Physical Sciences - 8 Hours
Speech - 3 Hours
EDUC 1100 - First Year Seminar - Learning Framework
COMM 1307 - Introduction to Mass Communication
COMM 2366 - Introduction to Film
GOVT 2305 - United States Government
GOVT 2306 - Texas Government
HIST 1301 - United States History I
HIST 1302 - United States History II
Social/Behavioral Science 3 hours
COMM 1336 - Video Production I
COMM 2311 - Media Writing
ARTC 1325 - Introduction to Computer Graphics

Complete 9 hours from the following list. Students will be advised on the 9 hours based on area of interest and requirements of transfer university.

COMM 1318 - Photography I
COMM 1337 - Video Production II
COMM 2303 - Audio Production I
COMM 2330 - Introduction to Public Relations
COMM 2326 - Media Internship
COMM 2327 - Introduction to Advertising
COMM 2332 - Digital & Broadcast News
RTVB 1150 - Audio/Radio Experience !

**Recording Arts Certificate
RTVB.CERT.RA**

Level 1: 17 hours

MUSC 1327 Audio Engineering I
COMM 2303 Audio Production I
MUSC 1120 Live Sound Workshop I
MUSC 2327 Audio Engineering II
RTVB 1447 Audio/Radio Production II
RTVB 1150 Audio/Radio Experience
MUSC 1220 Live Sound Workshop 2

**Online Media Certificate
RTVB.CERT.OM**

Level 1: 18 hours

All online option

COMM 1307 Introduction to Mass Communication
COMM 2330 Introduction to Public Relations
ETWR 1391 ST-Social Media Tools
COMM 2327 Introduction to Advertising
MRKG 2312 Digital (e-commerce) Marketing
COMM 2311 Media Writing

**Media Production Certificate
RTVB.CERT**

Level 1: 17 hours

COMM 1307 Introduction to Mass Communication
COMM 1336 Video Production I
COMM 2303 Audio Production I
COMM 1337 Video Production II
RTVB 1447 Audio/Radio Production II
RTVB 1150 Audio/Radio Experience I

Mass Media Advanced Certificate

RTVB.CERT.ADV

Level 2: 42 hours

COMM 1307 Introduction to Mass Communication
COMM 1336 Video Production I
ARTC 1325 Introduction to Computer Graphics
COMM 2303 Audio Production I

Choose 30 credit hours from courses below

ARTC 1394	Special Topics in Animation, Video Graphics	COMM 2330	Introduction to Public Relations
IMED 1316	Web Page Design I	COMM 1318	Photography I
ETWR 1391	ST-Social Media Tools	COMM 2332	Digital and Broadcast News
MUSC 1120	Live Sound Workshop	COMM 2311	Media Writing
MUSC 1220	Live Sound Workshop II	MRKG 2312	Digital (e-commerce) Marketing
MUSC 1327	Audio Engineering I	RTVB 1150	Audio/Radio Experience
MUSC 2327	Audio Engineering II	RTVB 1447	Audio/Radio Production I
COMM 1337	Video Production II	RTVB 2337	Video Production Workshop
COMM 2326	Media Internship	COMM 2327	Introduction to Advertising

Mass Media Associate of Applied Science 60 hours

RTVB.AAS

ARTC 1325	Introduction to Computer Graphics	ENGL 1301	Composition I - 3 credits
COMM 2366	Introduction to Film	Choose from approved list	Social & Behavioral Sciences - 3 credits
COMM 1318	Photography 1	Choose from Mathematics list	Mathematics - 3 credits
COMM 1336	Video Production I	COMM 1307	Introduction to Mass Communication - 3 credits
COMM 2303	Audio Production 1	SPCH 1315, 1318 or 1321	Choose any Speech course - 3 credits
ETWR 1391	ST-Social Media Tools	IMED 1316	Web Page Design I

Choose 24 credit hours from courses below

ARTC 1394	Topics in Animation, Video Graphics	COMM 2332	Digital and Broadcast News
IMED 1316	Web Page Design I	COMM 2311	Media Writing
ETWR 1391	ST-Social Media Tools	MRKG 2312	Digital (e-commerce) Marketing
MUSC 1120	Live Sound Workshop	RTVB 1150	Audio/Radio Experience
MUSC 1220	Live Sound Workshop II	RTVB 1447	Audio/Radio Production I
MUSC 1327	Audio Engineering I	RTVB 2337	Video Production Workshop
MUSC 2327	Audio Engineering II	RTVB 2164	Practicum—Radio/Television Broadcasting
COMM 1337	Video Production II	IMED 2315	Web Page Design II
COMM 2326	Media Internship	COMM 2330	Introduction to Public Relations
COMM 2327	Introduction to Advertising	COMM 1318	Photography I