

SLMC 343: Programming

This course is a survey of radio, television, cable and internet programs. It examines and evaluates national and international programming strategies and imagery used to maintain competitive audience. This course prepares students for entry-level jobs in programming and audience research at radio and television stations, syndicators, radio and television networks and cable systems. Finally, this course provides a theoretical framework for organizing and making sense of the processes of programming: selection, scheduling, promotion, and evaluation as practiced by stations and networks.

Credits: 3

Prerequisites/Permissions:

MJFC 101 or SLMC 202

Program:

Strategic, Legal & Management Communication

COURSE DESCRIPTIONS