What’s in It for Me?

Marketing Course in a Radio Broadcasting Program

The students in our radio broadcasting program primarily enroll for two reasons. Either they want to get involved in the music industry or they want to be announcers. This is understandable, considering this is a reflection of their consumer experience with the medium. The reality of the broadcast industry, however, is considerably different than most people’s expectation. As a result, our students are typically surprised to end up in my marketing class and I have to convince them that it’s in their best interest. These are the reasons I share with them…

* The most transferable skill we teach
* Important to have a holistic knowledge of the industry
* The foundation of the business model of the radio industry
* Develop a better understanding of the consumer culture we live in
* Better understand the impact that marketing has had on you, personally.