

ONONDAGA-CORTLAND-MADISON BOCES  
**Career & Technical Education**  
 MEDIA MARKETING &  
 COMMUNICATIONS  
 @ WCNY Studios



**PROGRAM OVERVIEW**

The two-year Media Marketing Communications program offers a rigorous high school and college level of study that pairs hands-on learning in a real-world business setting at WCNY, Central New York's public media organization. WCNY's Broadcast and Education Center serves as a 21st century classroom for the students under the instructional guidance of OCM BOCES, Onondaga Community College and WCNY professionals. In this course, students work alongside WCNY staff on projects across TV, radio, social media, web and print platforms, learning firsthand the fundamentals of the world of broadcast media, marketing and communications. Another integral component of the program is the dual credit courses offered through Onondaga Community College, where students begin building their transcript by taking college credit courses on-site with college instructors. Students will also be eligible to earn a Career and Technical Endorsement on their diploma by successfully passing an industry-based technical assessment.

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[WWW.OCMBOCES.ORG](http://WWW.OCMBOCES.ORG)

**CAREER OPPORTUNITIES\***

- Television, film, radio, social & print media
  - Graphic design
  - Computer graphics
  - Marketing & advertising
  - Video production
  - Journalism
  - Publishing
  - Public relations
  - Arts management
  - Animation
  - Industrial, visual, web & interior design
- \* Advanced employment - additional training may be necessary



**TECHNICAL SKILLS**

- Television & radio broadcasting
- Sound & video recording
- Computer graphics & web design
- Effective use of social media
- Corporate video production
- Marketing & advertising
- Documentary & educational programming

**AVAILABLE ACADEMIC CREDITS**

- 3 CTE credits per year
- 1 science or English credit per year
- 15-18 college credits through Onondaga Community College

**CONTINUING EDUCATION & BUSINESS PARTNERS**

- Onondaga Community College



**WCNY FOR MORE INFORMATION**

For more information about the Media Marketing Communications program, see your high school guidance counselor or call our OCM BOCES guidance counselors at:

Thompson Road Campus (Syracuse): 6820 Thompson Road  
 (315) 433-2234