

# Radio Jockeying, Sound Management and Radio Marketing

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**Course duration :- 3 Months**

**Course Objective :-** The Certificate Course in Radio Jockeying, Sound Management, and Radio Marketing is designed to equip students with a multifaceted skill set essential for success in the diverse landscape of radio broadcasting. Throughout the program, students will delve into the intricacies of effective communication, mastering voice modulation techniques, and honing their presentation skills to captivate and engage audiences as proficient radio jockeys. They will also delve into the technical aspects of sound management, learning to operate sophisticated audio equipment, navigate recording software, and employ sound engineering principles to produce polished and high-quality audio content. Additionally, students will explore the dynamic realm of radio programming, delving into various formats, audience demographics, and content creation strategies, while also gaining a deep understanding of the legal and ethical considerations inherent in radio production. Furthermore, the course will illuminate the strategic underpinnings of radio marketing and promotion, providing insights into advertising, sponsorship, branding, audience engagement, and community involvement. Students will also receive invaluable industry insights and career guidance, supplemented by hands-on projects, internships, and practical workshops, to ensure they are well-prepared to navigate and excel in the competitive field of radio broadcasting, armed with both theoretical knowledge and practical expertise.

**Fees :- Rs 3000 for in-house students and Rs 8000 for outsiders.**

**Course Outcome :- (500 words)**

The Certificate Course in Radio Jockeying, Sound Management, and Radio Marketing aims to produce students who are well-equipped with the knowledge, skills, and practical experience necessary to thrive in the dynamic and ever-evolving field of radio

broadcasting. Upon completion of the course, students will emerge as proficient radio professionals capable of entertaining, informing, and engaging diverse audiences as skilled radio jockeys. They will have mastered the art of effective communication, demonstrating expertise in voice modulation, presentation techniques, and live broadcasting skills. Furthermore, students will possess a comprehensive understanding of sound management principles, enabling them to confidently operate audio equipment, manipulate recording software, and produce high-quality audio content with precision and creativity. Additionally, students will be adept at crafting compelling radio programming, leveraging their knowledge of various formats, audience preferences, and

content creation strategies to curate engaging and relevant content. They will also have a thorough grasp of radio marketing and promotion strategies, equipped with the ability to conceptualize and execute effective advertising campaigns, cultivate listener engagement, and foster community relationships. Importantly, students will have gained valuable industry insights and practical experience through internships, projects, and workshops, empowering them to navigate the complexities of the radio industry with confidence and professionalism. Overall, the course aims to produce students who are not only proficient radio professionals but also strategic thinkers, innovative content creators, and ethical practitioners poised to make meaningful contributions to the radio broadcasting landscape.