

Certificate in Media Arts - Radio and Podcasting

Program Details

College-approved Certificate Massasoit's Certificate in Radio and Podcasting provides students hands-on learning from professors who work in the media industry. Student radio personalities, producers, and podcasters work in professional radio studios and learn professional techniques and editing. Students develop weekly radio programs and podcasts that are broadcast over our radio stream.

Students leave Massasoit with the skills to work in the industry or transfer to another college. Students do not just learn about media – they perform the duties of those working in the media industry. This has given Massasoit's Media Arts program a great reputation in the industry, and great placement for internships and employment. Skills learned in this industry also carry over to areas of business, web design, communication, public relations, education, and sports management. Almost any industry uses aspects of media, and Massasoit students can benefit by learning skills in podcasting, broadcasting, digital media content, and production.

Program Outcomes

The Radio and Podcasting Certificate Program will:

- Provide instruction from faculty who actively work in the audio and broadcast industry.
- Deliver hands-on training in professional studios using current hardware, software, and production workflows.
- Offer experiential learning through weekly shows and podcasts broadcast on the college stream.
- Connect classroom work to internships, collaborative projects, and community media opportunities.
- Prepare students for immediate employment or for transfer into degree programs in media arts and related fields.

Student Learning Outcomes:

- Use industry terminology and core tools for audio production, including digital audio workstations, microphones, mixers, and signal flow.
- Plan and produce on-air and on-demand content through the full pipeline: concept, scripting, booking, recording, editing, mixing, and publishing.
- Demonstrate on-air performance skills, vocal technique, interviewing, hosting, and show pacing for live and recorded formats.
- Edit and finish audio to technical standards for broadcast and podcast platforms, including loudness normalization, metadata, and file delivery.
- Operate studio and control-room equipment for live boards, remote recording, and streaming workflows.
- Apply legal and ethical practices related to media law, attribution, music licensing, underwriting, and basic regulatory expectations.
- Collaborate in production teams with professional communication, time management, and problem solving.
- Evaluate audience needs and platform analytics to refine content strategy and improve engagement.

Every graduate will be able to:

- Enter the workforce with job-ready skills for roles such as board operator, production assistant, podcast editor, or on-air talent.
- Build and present a portfolio of broadcast segments and podcast episodes suitable for internship and entry-level applications.
- Apply certificate coursework toward further study in the Associate of Arts in Media Arts or transfer to a four-year institution.
- Leverage audio production skills across adjacent fields such as business, web content, communication, public relations, education, and sports media.

Academic Map

Certificate in Media Arts - Radio and Podcasting

A minimum of 7 classes and 21 credits is required. At least 11 credits of your program must be taken at Massasoit. Note: Each course completed and passed can only fulfill one program requirement. The same course cannot be used to satisfy multiple program requirements.

Semester 1

3 Credits in MDIA 108
Radio Broadcasting
3 Credits in MDIA 110
Broadcast Writing and Presentation

3 Credits in MDIA 111
Introduction to Mass Communication
3 Credits in MDIA 113
Radio Production and Podcasting

Semester 2

3 Credits in MDIA 213
Advanced Radio Production and Podcasting
3 Credits in MDIA 401
Practicum in Television or Radio
3 Credits in Media elective

This academic map is a suggested semester-by-semester guide to keep you on a clear path to program completion. Please note that some classes are offered only in certain semesters, have prerequisites, or minimum passing grades. Winter and/or Summer Session classes may be available for some classes. Your [academic advisor](#) will provide you with clear direction needed to stay on course and discuss scheduling options with you. Taking courses not reflected on this map may result in courses not counting toward the completion of your requirements.