

# Introduction to Podcasting and Broadcasting



Adult

Leisure and Professional

Discover how podcasting and broadcasting can transform your marketing strategy in this dynamic 6-week short course. Perfect for beginners and professionals, this programme introduces you to the world of audio content creation, helping you craft engaging podcasts and broadcasts that connect with audiences and amplify your brand's voice.

Throughout the course, you'll explore the fundamentals of podcasting and broadcasting, from developing a concept to mastering recording techniques. You'll also learn how to effectively distribute and promote your content to reach your target audience. Whether you're looking to boost brand awareness, share your expertise, or create a new channel for storytelling, this course will equip you with the skills to succeed.

By the end of the programme, you'll understand the core principles of audio content creation and have the confidence to launch your own podcast or broadcast project.



Scan the QR Code for full course description, assessment and progression options from this course

## ENTRY REQUIREMENTS



## LOCATION & NEXT START DATE(S)

Cornwall College St Austell - 21 January 2025



**Find out more and apply online**



**LEVEL**  
No Qualification

**DURATION**  
6 weeks

**ATTENDANCE**  
Full-time

**FEES**  
Tuition Fees: £18.00

Fees apply to adults and HE students only. Only the most common fees scenario is shown. Actual fees may vary depending on your personal situation. Please contact us for further information. Courses listed on this website are indicative of the subject, nature and level of study. The College reserves the

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right to alter specific qualifications titles, awarding bodies and levels of qualification, which can change in year. Any cost may also vary, based on personal funding eligibility. The Cornwall College Group reserves the right to withdraw any course listed at any time.

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## Explore Our Courses & Apprenticeships

Join us for a campus tour, meet our dedicated team, and get all your questions answered. Scan the QR code to register for our next Open Event or Taster Day.



Find out more and  
apply online

