

BACHELOR OF ARTS IN BROADCASTING (MA PRAD 4+1)

2023-2024 Degree Requirements

Name _____ ID# _____

TOTAL CREDITS FOR DEGREE: 122

UNIVERSITY CORE CURRICULUM: 42 credits

Required Fundamental Courses:

COMM 101	Oral Comm. & Pres.	3 credits	_____
ENGL 101	College Composition	3 credits	_____
UNIV 101	City-University Life	3 credits	_____
Senior Capstone:	COMM 490	3 credits	_____

Choose Thematic Core courses in the following:

Explore the World - Choice 1	3 credits	_____
Explore the World - Choice 2	3 credits	_____
Investigate Science	3 credits	_____
Investigate Mathematics	3 credits	_____
Interpret Creative Works	3 credits	_____
Understand People - Choice 1	3 credits	_____
Understand People - Choice 2	3 credits	_____
Succeed in Business	3 credits	_____
Appreciate & Apply the Arts	3 credits	_____
Discover Technology	3 credits	_____

COMM BA CORE: 29 cr.

COMM 105 Media & Society	3 credits	3	_____
COMM 110 Media Literacy	3 credits	3	_____
COMM 115 Media Storytelling	3 credits	3	_____
COMM 120 Visual Storytelling	3 credits	3	_____
COMM 215 Video Storytelling	3 credits	3	_____
COMM 300 Career Prep Seminar	1 credit	1	_____
COMM 311 Practicum	1 credit	1	_____
COMM 412 Media Ethics & Responsibilities	3 credits	3	_____
COMM 418 Comm Law and Regulation	3 credits	3	_____
COMM 420 Diversity and Communication	3 credits	3	_____
PHOT 205 Intro to Digital Photography	3 credits	3	_____

PRODUCTION REQUIREMENTS: 18 cr.

BPMM 202 Intro to Broadcasting (3)	3	_____
BPMM 216 Multi-Cam Prod and Directing (3)	3	_____
BPMM 223 Radio Production (3)	3	_____
BPMM 329 OR 423 Prof Vid or Adv Radio (3)	3	_____
BPMM 323 Media Programming (3)	3	_____
BPMM 341 Broadcast Copywriting (3)	3	_____
COMM 490 Media Entrepreneurship (3)	Core	_____

REPORTING REQUIREMENTS: 18 cr.

BPMM 202 Intro to Broadcasting (3)	3	_____
JOUR 260 Newsgather & Reporting	3	_____
JOUR 304 Broadcast Reporting	3	_____
JOUR 317 On Camera Performance	3	_____
JOUR 324 Broadcast Announcing	3	_____
JOUR 445 Producing and Anchoring	3	_____
COMM 490 Media Entrepreneurship (3)	Core	_____

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PRODUCTION ELECTIVES: 6 cr.

BPMM 303 Motion Graphics (3)
BPMM 329 Professional Video Techniques (3)
BPMM 423 Advanced Radio Production (3)
BPMM 442 Advanced Television Production
COMM 313 Internship I (3)
COMM 413 Internship II (3)
COMM 380 Cooperative Education (6)
COMM 390 International Media (3)
JOUR 446 History of Doc Cinema (3)
MULT 280 Introduction to Multimedia (3)
MULT 470 Documentary Photography (3)
PHOT 365 Experimental Video (3)
BPMM 295, 395, 495 Special Topics (3)

REPORTING ELECTIVES: 6 cr.

MULT 220 Writing for Multim/Web
COMM 313 Internship I (3)
COMM 413 Internship II (3)
COMM 380 Coop Education (6)
COMM 390 International Media (3)
JOUR 302 Photojournalism I (3)
JOUR 308 Multiplat Magazine Rpt (3)
JOUR 312 Advanced Reporting (3)
JOUR 406 Public Affairs Report (3)
JOUR 409 Specialized Reporting (3)
JOUR 410 Investigative Reporting (3)
JOUR 446 History of Doc Cinema (3)
MULT 280 Intro to Multimedia (3)
BPMM 295, 395, 495 Special Topics
JOUR 424 Adv. Broadcast Announcing (3)

MA PRAD CLASSES: 12 cr.

_____	_____
_____	_____
_____	_____
_____	_____

GENERAL ELECTIVES: 15 cr.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

PROGRAM OBJECTIVES

Upon successful completion of this program, a student will be able to:

- 1) Demonstrate adherence to the professional standards of broadcast writing.
- 2) Employ principles of aesthetics and composition.
- 3) Apply ethical and legal principles to media production and distribution.
- 4) Use industry-standard hardware and software to produce video and audio projects.
- 5) Evaluate and interpret the historical, business, and news environments in which broadcasters operate.
- 6) Produce professional-level video and/or audio projects suitable for broadcast distribution.