**THEMATIC CORE COURSES (42)** 33

1. Explore the World - Choice 1 3
2. Explore the World - Choice 2 3
3. Investigate Science 3
4. Investigate Mathematics 3
5. Become a storyteller 3
6. Understand People - Choice 1 3
7. Understand People - Choice 2 3
8. Succeed in Business 3
9. Appreciate & Apply the Arts 3
10. Discover Technology 3
11. Capstone 3

**CORE** 9

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 101</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 101</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 101</td>
<td>3</td>
</tr>
</tbody>
</table>

*Math course level dependent on results of placement exam.

** One Writing Intensive course in addition to ENGL 101 is required for graduation

**DEPARTMENT GENERAL REQUIREMENTS** 27

**Humanities (6)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 121</td>
<td>3</td>
</tr>
<tr>
<td>ENGL (English Lit., not writing at 300+ Level)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Language Sequence & Cultural Studies (9)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>(courses in translation excluded)</td>
<td>3</td>
</tr>
</tbody>
</table>

A cultural or specialized studies course (History, modern language, language or political science course.)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>(courses in translation excluded)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Social Sciences (9)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON (201,202, or 421)</td>
<td>3</td>
</tr>
<tr>
<td>HIST (203 or 204)</td>
<td>3</td>
</tr>
<tr>
<td>POLS (102,202,205,209,308,372 or 402)</td>
<td>3</td>
</tr>
</tbody>
</table>

**Mathematics/Business (3)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 175</td>
<td>3</td>
</tr>
<tr>
<td>BMGT (e.g., 101,201,205,208,or 303)</td>
<td>3</td>
</tr>
</tbody>
</table>

**GENERAL COLLEGE ELECTIVES** 9

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>(courses in translation excluded)</td>
<td>3</td>
</tr>
<tr>
<td>(courses in translation excluded)</td>
<td>3</td>
</tr>
</tbody>
</table>

**BACHELOR OF ARTS IN**

**BROADCAST PRODUCTION AND MEDIA MANAGEMENT**

<table>
<thead>
<tr>
<th>Department Major Requirements</th>
<th>50</th>
</tr>
</thead>
</table>

**School Core Requirements (12)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 101 Survey of Mass Comm</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 103 Visual Communication Design</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 150 Journalistic Writing &amp; Editing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 412 Media Ethics &amp; Responsibilities</td>
<td>3</td>
</tr>
</tbody>
</table>

**Major Requirements (29)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 151 Broadcast Writing &amp; Editing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 202 Introduction to Broadcasting</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 215 Video Field Production &amp; Editing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 216 Multi-Cam. Vid. Prod. &amp; Directing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 223 Radio Production</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 300 Career Preparation Seminar</td>
<td>1</td>
</tr>
<tr>
<td>JOUR 311 Practicum</td>
<td>1</td>
</tr>
<tr>
<td>JOUR 323 Radio Station Practices OR</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 325 Broadcast Prod &amp; Formatting OR</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 443 TV Programming &amp; Sales</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 341 Broadcast Copywriting</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 418 Comm. Law and Regulation</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 447 Electronic Media Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Major Electives**

Choose 3 courses from the following: (9)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 220 Writing for Multimedia &amp; Web</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 280 Introduction to Multimedia</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 303 Motion Graphics</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 313 Mass Media Internship I</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 317 On Camera Performance</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 323 Radio Station Practices</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 324 Broadcast Announcing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 325 Broadcast Prod &amp; Formatting</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 329 Professional Video Techniques</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 365 Web Publishing I</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 390 International Media</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 413 Mass Media Internship II</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 423 Advanced Radio Production</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 424 Advanced Broadcast Announcing</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 442 Advanced Television Production</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 443 Television Programming</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 444 U-View Newscast Production</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 446 History of Documentary Cinema</td>
<td>3</td>
</tr>
</tbody>
</table>
Program Objectives

B.A. in Broadcast Production and Media Management

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

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