

BACHELOR OF ARTS IN BROADCAST PRODUCTION AND MEDIA MANAGEMENT

2018-2019 Degree Requirements

TOTAL CREDITS FOR DEGREE: 122

UNIVERSITY CORE CURRICULUM 42 credits

Required Courses:

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

MAJOR REQUIREMENTS:

53 credits (C = taken in the Core)

ENGL (Designated English Literature)	3	HIST 203 OR 204	3
<i>Language Sequence (6 credits)</i>	6	POLS 102, 202, 205, 209, 250, 308, 372, OR 402	3
2-course sequence in the same foreign language (courses in translation excluded)		ECON 201, 202, OR 421	3

JOUR 101	Survey of Mass Communication	3	JOUR 300	Career Prep Seminar	1
JOUR 103	Graphic Design I (Discover Tech.)	3	JOUR 309	Applied Studio Practices OR	
JOUR 150	Journalistic Writing & Editing	3	JOUR 311	Practicum	1
JOUR 151	Broadcast News Writing	3	JOUR 323	Radio & Music Programming Sales OR	
JOUR 202	Introduction to Broadcasting	3	JOUR 325	Video Interactive Media Prg./Sales	3
JOUR 215	Video Field Prod & Editing I	3	JOUR 341	Broadcast Copywriting	3
JOUR 216	Multi-Cam. Vid. Prod. & Direct.	3	JOUR 412	Media Ethics & Responsibilities	3
JOUR 223	Radio Production	3	JOUR 418	Comm. Law & Regulation	3
			JOUR 447	Electronic Media Mgmt. (Senior Capstone)	C

MAJOR ELECTIVES:

15 credits

Choose 5 courses from the following:

JOUR 220	Writing for Multimedia & Web	3	JOUR 365	Web Publishing I	3
JOUR 280	Introduction to Multimedia	3	JOUR 390	International Media	3
JOUR 303	Motion Graphics	3	JOUR 413	Mass Media Internship II	3
JOUR 313	Mass Media Internship I	3	JOUR 423	Advanced Radio Production	3
JOUR 323	Radio Music Programming Sales	3	JOUR 442	Advanced Television Production	3
JOUR 325	Video Interact Media Prg./Sales	3	JOUR 446	History of Documentary Cinema	3
JOUR 329	Professional Video Techniques	3	JOUR 465	Mass Media History	3
JOUR 348	Sports Media and Marketing	3			

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GENERAL ELECTIVES:

12 credits

PROGRAM OBJECTIVES

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.