

# BACHELOR OF ARTS IN BROADCAST PRODUCTION AND MEDIA MANAGEMENT

## 2021-2022 Degree Requirements

Name: \_\_\_\_\_

ID Number: \_\_\_\_\_

**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			
	<b>BPMM 447</b>	3 credits	<b>(Electronic Media Management)</b>

#### **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			
	<b>GRID 103</b>	3 credits	<b>(Graphic Design I)</b>

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### COMM CORE: 29 cr.

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

### MAJOR REQUIREMENTS 15 cr.

BPMM 202 Intro to Broadcasting (3)  
BPMM 216 Multi-Cam Vid Prod & Direct (3)  
BPMM 223 Radio Production (3)  
BPMM 323 Radio/Mus **OR** 325 Video Inter (3)  
BPMM 341 Broadcast Copywriting (3)

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### MAJOR ELECTIVES: 9 cr.

#### **Choose 3 courses from the following:**

BPMM 303 Motion Graphics (3)  
BPMM 323 Radio Music Sales (3)  
BPMM 325 Video Interact (3)  
BPMM 329 Prof Video Tech (3)  
BPMM 423 Adv Radio Production (3)  
BPMM 442 Adv TV Production (3)  
COMM 313 Internship I (3)  
COMM 413 Internship II (3)  
COMM 390 International Media (3)  
JOUR 446 History of Doc Cinema (3)  
JOUR 465 Mass Media History (3)  
MULT 220 Writing for Multim/Web (3)  
MULT 280 Intro to Multimedia (3)  
MULT 365 Web Publishing I (3)  
PRAD 348 Sports Media Mgmt (3)  
BPMM 295,395,495 Special Topics (3)

### GENERAL ELECTIVES: 27 cr.

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## *2021-2022 Degree Requirements*

### **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. Demonstrate the ability to use industry-standard hardware and software to produce professional quality 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.