

# BACHELOR OF ARTS IN BROADCAST PRODUCTION AND MEDIA MANAGEMENT

## 2020-2021 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>

### MAJOR REQUIREMENTS: 53 cr.

ENGL (Designated Engl Lit) \_\_\_\_\_ (3)  
HIST 203 **OR** 204 (3)  
POLS 102,202,205,209,250,308,372,**OR** 402 (3)  
ECON 201, 202, **OR** 421 (3)

Language Sequence-6 cr. 2 course sequence in the same foreign language (courses in translation excluded)

BPMM 202 Intro to Broadcasting (3)  
BPMM 215 Video Field Prod & Edit I (3)  
BPMM 216 Multi-Cam Vid Prod & Direct (3)  
BPMM 309 App Studio Prac **OR** 311 Practicum (1)  
BPMM 323 Radio/Mus **OR** 325 Video Inter (3)  
BPMM 341 Broadcast Copywriting (3)  
BPMM223 Radio Production (3)  
COMM 110 Media Literacy (3)  
COMM 300 Career Prep Sem (1)  
COMM 412 Media Ethics (3)  
COMM 418 Comm Law and Regulation (3)  
JOUR 150 Journalistic Write&Edit (3)  
JOUR 151 Broadcast News Writing (3)

### MAJOR ELECTIVES: 15 cr.

Choose 5 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: 12 cr.

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## *2020-2021 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.