MUSIC AND MEDIA ASSOCIATE IN APPLIED SCIENCE DEGREE (MEDIA D256)

FCC	LTC	OCC	✓ WVC

The Music and Media degree program is designed to enable graduates to enter occupations in the area of music performance, audio/video technology, record studio technicians, sound and video technicians, and potentially management positions using digital communications media.

First Semester			**Credit Hours 15**
BRD	1101	Introduction to Broadcasting	3
BRD	1202	Broadcast Announcing	3
BRD	1215	Broadcasting & Digital Media Tech	3
MUS	1101	Music Appreciation	3
		Music Elective	2
		Applied Music Elective	1

Second Semester			**Credit Hours 18**
BRD	1203	Audio Production	3
BRD	1204	Video Production Multi-Camera	3
BRD	1208	Social Media	3
ENG	1111	Composition I[1] **OR**	
ENG	1201	Communications[1]	3
MUS	1103	Music in Multicultural America*	3
MUS	1112	Beginning Theory	3

Third Semester			**Credit Hours 15**
BMK	1203	Advertising	3
BRD	2212	Video Production Field	3
PHI	1111	Intro to Philosophy[1] **OR**	
		Humanities Gen Ed Elective[1]	3
		Social Science Gen Ed Elective[1]	3
		Speech Gen Ed Elective[1]	3

Fourth Semester			**Credit Hours 14**
BRD	2215	Digital Media Management	3
BRD	2221	Radio/TV Internship	V2
ENG	1207	Writing for Media	3
MUS	1102	History of American Music	3
		Math/Science Gen Ed Elective[1]	3
Total Credit Hours			**62**

[1]General Education Hours (15)

*This course satisfies the IECC human diversity requirement.

MUSIC AND MEDIA CERTIFICATE (MEDIA C257)

The Music and Media certificate requires 30 credit hours of coursework in music performance, recording, and audio technology.

First Semester			**Credit Hours 15**
BRD	1101	Introduction to Broadcasting	3
BRD	1202	Broadcast Announcing	3
BRD	1215	Broadcasting & Digital Media Tech	3
MUS	1101	Music Appreciation	3
		Music Elective	2
		Applied Music Elective	1

Second Semester			**Credit Hours 15**
BRD	1203	Audio Production	3
BRD	1204	Video Production Multi-Camera	3
BRD	1208	Social Media	3
BRD	2215	Digital Media Management	3
MUS	1103	Music in Multicultural America	3
Total Credit Hours			**30**

RADIO/TV AND DIGITAL MEDIA ASSOCIATE IN APPLIED SCIENCE DEGREE (RADIO D255)

FCC	LTC	OCC	✓ WVC

Graduates of this program should qualify for employment opportunities in commercial and public broadcasting or other related areas of mass communications. Typical entry-level job titles include editor, announcer, newscaster, account executive, sportscaster, producer, writer, traffic manager, public affairs director, and many others.

Students completing the program should be able to demonstrate the following: knowledge of broadcast station operations, understanding of FCC rules and regulations, ability to operate all types of professional broadcasting equipment and software, and ability to demonstrate fundamental on-air and production skills.

First Semester			**Credit Hours 15**
BRD	1101	Introduction to Broadcasting	3
BRD	1202	Broadcast Announcing	3
BRD	1210	Applied Broadcasting I	3
BRD	1215	Broadcasting & Digital Media Tech	3
ENG	1111	Composition I[1] **OR**	
ENG	1201	Communications[1]	3

Second Semester			**Credit Hours 18**
BRD	1203	Audio Production	3
BRD	1204	Video Production Multi-Camera	3
BRD	1208	Social Media	3
BRD	1211	Applied Broadcasting II	3
ENG	1207	Writing for Media	3
		Math/Science Gen Ed Elective[1]	3

Summer Semester			**Credit Hours 3**
BRD	2220	Broadcast Performance Lab	3

Third Semester			**Credit Hours 18**
BMK	1203	Advertising	3
BRD	2210	Applied Broadcasting III	3
BRD	2212	Video Production Field	3
BRD	2217	Broadcast Journalism	3
		Social Science Gen Ed Elective[1]*	3
		Humanities Gen Ed Elective[1]*	3

Fourth Semester			**Credit Hours 15**
BRD	2211	Applied Broadcasting IV	3
BRD	2215	Digital Media Management	3
BRD	2221	Radio/TV Internship	V2
JLM	1111	Survey of Mass Media	3
		Speech Gen Ed Elective[1]	3

Total Credit Hours 68

[1]General Education Hours (15)

*One of these courses must satisfy the IECC human diversity requirement.

Students enrolled in BRD 1210, 1211, 2210, 2211 (Applied Broadcasting) must also be enrolled in a 3-hour broadcasting class during that semester.

SOCIAL MEDIA MANAGEMENT CERTIFICATE (MEDIA C254)

FCC	LTC	OCC	✓ WVC

The Social Media Management certificate is designed to provide students with the skills to manage social media marketing strategies, advertising, promotion, and public relations activities utilizing traditional and new digital media formats. The certificate prepares individuals to function as public relations advisors, image managers, communications consultants, and digital media managers.

First Semester			**Credit Hours 15**
BRD	1101	Introduction to Broadcasting	3
ENG	1111	Composition I **OR**	
ENG	1201	Communications	3
		Math/Science Gen Ed Elective	3
		Social Science Gen Ed Elective	3
		Speech Gen Ed Elective	3

Second Semester			**Credit Hours 15**
BRD	1208	Social Media	3
BRD	2215	Digital Media Management	3
BRD	2218	Sports Media	3
ENG	1207	Writing for Media	3
JLM	1111	Survey of Mass Media	3
Total Credit Hours			**30**

SPORTS MARKETING AND MEDIA ASSOCIATE IN APPLIED SCIENCE DEGREE (MEDIA D251)

FCC	LTC	OCC	✓ WVC

The Sports Marketing and Media program focuses on the development, use, critical evaluation, and regulation of new electronic communication technologies using computer applications. The program prepares individuals to function as developers and managers of communications for sports facilities, teams, and events using digital communications media.

First Semester			**Credit Hours 15**
BRD	1101	Introduction to Broadcasting	3
BRD	1202	Broadcast Announcing	3
BRD	1210	Applied Broadcasting I	3
BRD	1215	Broadcasting & Digital Media Tech	3
BRD	2217	Broadcast Journalism	3

Second Semester			**Credit Hours 16**
BRD	1204	Video Production Multi-Camera	3
BRD	1211	Applied Broadcasting II	3
ENG	1111	Composition I[1] **OR**	
ENG	1201	Communications[1]	3
SPM	1111	Sports and Society	3
		Math/Science Gen Ed Elective[1]	4

Third Semester			**Credit Hours 15**
BRD	2210	Applied Broadcasting III	3
BRD	2219	Sportscasting	3
SPM	2101	Sport Communication	3
		Humanities Gen Ed Elective[1]	3
		Social Science Gen Ed Elective[1]	3

Fourth Semester			**Credit Hours 14**
BRD	2211	Applied Broadcasting IV	3
BRD	2218	Sports Media	3
BRD	2221	Radio/TV Internship	V2
SPM	2102	Diversity in Sports*	3
		Speech Gen Ed Elective[1]	3

Total Credit Hours	**60**

[1]General Education Hours (16)

*This course satisfies the IECC human diversity requirement.

Recommended Electives

BMK	1203	Advertising	3
BMK	2101	Principles of Marketing	3
BRD	1208	Social Media	3
ENG	1207	Writing for Media	3