

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

FCC	LTC	OCC	✓ WVC
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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		<u>3</u>

Total Credit Hours 68

¹General 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.