

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

FCC	LTC	OCC	<b>✓ WVC</b>
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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
BRD	2217	Broadcast Journalism	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	1111	Composition I <sup>1</sup> <b>OR</b>	
ENG	1201	Communications <sup>1</sup>	3
		Math/Science Gen Ed Elective <sup>1</sup>	3

**Summer Semester** **Credit Hours 3**

BRD	2220	Practicum in Broadcasting	V3
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**Third Semester** **Credit Hours 17**

BMK	1203	Advertising	2
BRD	2210	Applied Broadcasting III	3
BRD	2212	Video Production Field	3
		Speech Gen Ed Elective <sup>1</sup>	3
		Social Science Gen Ed Elective <sup>1*</sup>	3
		Humanities Gen Ed Elective <sup>1*</sup>	3

**Fourth Semester** **Credit Hours 15**

BRD	1207	Writing for Media	3
BRD	2211	Applied Broadcasting IV	3
BRD	2215	Digital Media Management	3
BRD	2221	Radio/TV Internship	V2
BRD	2225	Radio/TV Seminar	1
JLM	1111	Survey of Mass Media	<u>3</u>

**Total Credit Hours** **68**

<sup>1</sup>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.