

# BROADCAST MEDIA ARTS (AA)

**Catalog Effective Term:** Fall 2024

**Program Code:** AABCM

**Credential:** Associate in Arts

*High Wage Occupation*

The Broadcast Media Arts program provides hands-on training in the realm of radio and gives students experience in live production, script-writing, announcing and editing. The program course offerings emphasize the communication and technical skills needed for jobs in a variety of fields within the media industry, including;

- Advertising
- Public relations
- Broadcast journalism
- Project production
- Producing

This program prepares students to either enter directly into the workforce or transfer to a four-year institution.

## Articulation

Eastern Michigan University; BA and BS degrees

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:

<http://www.wccnet.edu/learn/transfer-wcc-credits/articulation-agreements.php>.

### Minimum Credits Required for the Program: 61

Course	Title	Credits
<b>First Semester</b>		
COM 101	Fundamentals of Speaking	3
COM 155	Scriptwriting for Broadcast Arts	3
Math Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#math">https://coursecatalog.wccnet.edu/academics/general-education/#math</a> )		3
Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> ) 1		3
AABCM Restricted Elective(s) (p. 1) (select one)		3-4
<b>Credits</b>		<b>15</b>
<b>Second Semester</b>		
COM 160	Voice and Articulation	3
ENG 111	Composition I	4
Nat. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci">https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci</a> )		3
AABCM Restricted Elective(s) (p. 1) (select two)		6-7
<b>Credits</b>		<b>16</b>
<b>Third Semester</b>		
COM 130	Introduction to Mass Communication	3
COM 150	Introduction to Radio Production	3
ENG 107	Technical Writing Fundamentals	3
Nat. Sci. Lab Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#natscilab">https://coursecatalog.wccnet.edu/academics/general-education/#natscilab</a> )		3
AABCM Restricted Elective(s) (p. 1) (select one)		3-4
<b>Credits</b>		<b>15</b>

### Fourth Semester

COM 170	Advanced Radio Production	3
Soc. Sci. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci">https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci</a> ) 2		3
Arts/Human. Elective(s) ( <a href="https://coursecatalog.wccnet.edu/academics/general-education/#arthuma">https://coursecatalog.wccnet.edu/academics/general-education/#arthuma</a> ) 2 (not COM)		3
AABCM Restricted Elective(s) (p. 1) (select two)		6-7
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>61</b>

### AABCM Restricted Electives

Code	Title	Credits
COM 142	Oral Interpretation of Literature	3
COM 183	Persuasion	3
COM 210	Nonverbal Communication	3
COM 235	Broadcast Media Arts Portfolio	3
COM 240	Broadcast Media Arts Internship	3
DRA 152	Acting I	3
FLM 120	Introduction to Film	3
GDT 104	Introduction to Graphic Design	4
JRN 111	Introduction to Journalism	3
PHO 111	Photography I	4
VID 105	Foundations in Digital Video I	4