

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
First Semester		
COM 101	Fundamentals of Speaking	3
COM 155	Scriptwriting for Broadcast Arts	3
Math Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#math)		3
Soc. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#socbehavsci) 1		3
AABCM Restricted Elective(s) (p. 1) (select one)		3-4
Credits		15
Second Semester		
COM 160	Voice and Articulation	3
ENG 111	Composition I	4
Nat. Sci. Elective(s) (https://coursecatalog.wccnet.edu/academics/general-education/#naturalsci)		3
AABCM Restricted Elective(s) (p. 1) (select two)		6-7
Credits		16
Third Semester		
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) (https://coursecatalog.wccnet.edu/academics/general-education/#natscilab)		3
AABCM Restricted Elective(s) (p. 1) (select one)		3-4
Credits		15

Fourth Semester

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

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