



**BACHELOR of ARTS in BROADCASTING (#726)
RADIO AND TELEVISION OPERATIONS CONCENTRATION**

School of Journalism & Broadcasting
Potter College of Arts & Letters
Western Kentucky University

The following four-year plan is an example of how to map your program in consultation with your advertising faculty advisor. A minor in marketing is recommended to complement the Branding Track. Every student will finish with a unique plan of his/her own depending on the minor area of study and electives selected.

Admission: Students wishing to enter the major in broadcasting initially are admitted as majors seeking admission (reference 726P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of a minimum of 24 hours of course work applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.5;
3. Completion of ENG 100 with a grade of 'C' or better and nine additional hours in the General Education Program;
4. Completion of the following courses with a grade of 'C' or better: SJB 101, 102, 103, and the following course according to the intended concentration: BCOM 261 Radio/TV Operations; BCOM 266 TV/Film Production; BCOM 265 Broadcast News.

Students not meeting the above admission requirements will not be admitted to the broadcasting major and cannot register for any additional courses in the major.

CURRICULUM: The major in broadcasting (reference number 726) requires a minimum of 42 to 43 semester hours and leads to a Bachelor of Arts degree. Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting unit, including the University's general education requirements. In addition to meeting institutional requirements for graduation, the broadcasting major must have a minor or second major outside of the School of Journalism & Broadcasting, the Department of Communication, and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, communication studies, or from those offered within the School, unless taken as a second minor. No course with a grade of "D" or below may be counted toward this major or used as a prerequisite. One-half of the hours in the major must be at the 300- or 400-level (21-22 hours). Only 3 hours of internship or co-op may be counted within the major. One-hour workshops may be repeated in different topics up to 4 hours. Only 3 hours of workshop credit may be counted within the 42/43-hour major.

Success Markers {prerequisite courses in brackets}

FIRST YEAR	FALL SEMESTER		SPRING SEMESTER	
	<i>Join the student chapter of RTDNA -- Radio TV Digital News Association!!</i> <i>Visit the Math Lab for free tutoring.</i>	SJB 101 <i>Understanding Media Content, Ethics and Tech.</i>	3	BCOM 261 <i>Basic TV Production</i> {SJB 101 or 102 or 103}
SJB 102 <i>Media Content, Collaboration, Community</i>		3	SJB 103 <i>Digital Storytelling in the 21st Century</i>	3
ENG 100 <i>Intro. to College Writing (F-W1)</i>		3	PS 110+ <i>American Government</i> +pre-req. for BCOM 301 (E-SB)	3
<i>Quantitative Reasoning (F-QR)</i>		3	<i>Arts & Humanities (E-AH)</i>	3
COMM 145 <i>Fund of Speech (F-OC)</i>		3	<i>Natural Science (E-NS)</i>	3
TOTAL CREDIT HOURS		15	TOTAL CREDIT HOURS	15

SECOND YEAR	FALL SEMESTER		SPRING SEMESTER	
	<i>Apply for D-J position at the student radio station WWHR-FM 91.7 "The Revolution"</i> <i>***Students need to show proficiency for a foreign language at the novice high level by the time they have earned 60 hours.</i> http://www.wku.edu/modernlanguages/placement/colonnade.pdf	BCOM 201 <i>Process & Effects of Mass Comm.</i>	3	BCOM 265 <i>Basic Broadcast News</i> {SJB 101 or 102 or 103} or BCOM 325 <i>Electronic Media Writing</i> {SJB 103}
BCOM 266 <i>Basic TV Production</i> {SJB 101 or BCOM 201}		3	Sophomore Restricted <i>Elective</i> . Select from AD, JOUR, FILM, PJ, PR or SJB	3
HIST 101 <i>World History I</i> or HIST 102 <i>World History II (F-SB)</i>		3	ENG 200 <i>Writing in the Disciplines (F-W1)</i> {ENG 100}	3
<i>Natural Science w/lab (E-NS, SL)</i>		3	Course in Minor	3
General Elective or Foreign Language***		3	General Elective	3
TOTAL CREDIT HOURS		15	TOTAL CREDIT HOURS	15

SUMMER TERM	<i>Consider a study abroad experience this summer.</i>
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THIRD YEAR <i>File application for graduation at 90 hours. (on-line form in Topnet)</i> <i>Join the management staff of WWHR-FM.</i>	FALL SEMESTER		SPRING SEMESTER	
	BCOM 385 <i>Broadcast Commercial Sales</i> {Sophomore standing}	3	BCOM 361 <i>Adv. Radio Performance</i> {BCOM 261} or BCOM 476 <i>Adv. Radio Sales</i> {BCOM 385}	3
	BCOM 301 <i>Mass Comm. Law & Ethics</i> {PS 110, BCOM 201}	3	<i>BCOM Elective</i> in major or see restricted elective list	3
	<i>Writing in the Disciplines</i> (Colonnade I, WC)	3	<i>Social & Cultural</i> (Colonnade III)	3
	<i>Systems</i> (Colonnade III)	3	Course in Minor	3
	Course in Minor	3	Course in Minor	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SUMMER TERM	<i>Consider an internship for credit this summer. AD 448 counts as an elective in the major.</i>
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FOURTH YEAR <i>Visit Center for Career and Professional Development for resume consultation, practice interviews. (DSU - Rm 2001)</i> <i>Begin job search!</i> <i>* 50% of credit hours in the major must be at the 300/400 level.</i>	FALL SEMESTER		SPRING SEMESTER	
	BCOM 360 <i>Electronic Media Programming & Research</i> (fall only) {BCOM 301 or permission}	3	BCOM 485 <i>Broadcast Operations & Management</i> (capstone) (spring only) {BCOM 385 or permission} or by application either SJB 495 <i>Collaborative Journalism</i> or SJB 402 <i>Team Investigative Reporting II</i> (spring only) {SJB401}++ ++SJB 401 (1hr) pre-req offered in fall	3
	<i>BCOM Elective*</i> in major or see restricted elective list	3	Course in Minor	3
	<i>Connections: Local to Global (K-LG)</i>	3	Course in Minor	3
	Course in Minor	3	General Elective	3
	Course in Minor	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

Total Credit Hours: 120

*****World Language Proficiency:** All students entering in Fall 2014 or later must demonstrate proficiency in a world language at the Novice High level before completing 60 credit hours. Novice high is the ability to communicate in writing and speaking on familiar topics in simple sentences. To meet this requirement, students may take college language courses or take a proficiency test. For more information go to www.wku.edu/modernlanguages/placement/.

Colonnade Plan: All students entering in fall 2014 or later must complete 39 hours in 13 specific Colonnade areas. Colonnade areas are listed in parentheses marked in blue after the corresponding classes. Some areas may have specific course requirements while others can be chosen from selected lists of options. For more details and to see lists of options, go to http://www.wku.edu/colonnade/documents/approved_colonnade_courses_website.pdf

PLEASE NOTE: Prerequisites, Course Numbers, and Course Titles are subject to change.
Consult your advisor each semester.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

Department:	School of Journalism & Broadcasting
Phone:	270 745-4144
Website:	www.wku.edu/journalism
Course Descriptions	http://www.wku.edu/undergraduatecatalog