



Major in Broadcasting

Radio and Television Operations and Management Concentration
 School of Journalism & Broadcasting
 Potter College of Arts & Letters
 Western Kentucky University

Four-Year Academic Degree Path

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

Admission: Prospective majors may take no more than 18 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of 30 hours of course work applicable to the baccalaureate degree with a minimum overall grade point average of 2.7.
2. Required courses include COMM 145 or COMM 161 (preferably COMM 161), HIST 119 or 120, the university math requirement, and at least a 'C' in ENG 100.
3. Completion of the following courses with at least a 'C,' according to the intended concentration:

Radio/TV Operations : BCOM 185, and either 201 or 261

TV/Film Production: BCOM 185, and either 201 or 266

Broadcast News : BCOM 185, and either 201 or 265

CURRICULUM: The major in broadcasting requires a minimum of 39 semester hours and leads to a Bachelor of Arts Degree. No course with a grade of "D" or below may be counted toward the major or fulfill prerequisite requirements. One-half of the hours earned in the major must be at the 300/400 level. 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 approved by the major faculty advisor.

Success Markers

{pre-requisite courses in brackets}

FIRST YEAR	FALL SEMESTER		SPRING SEMESTER	
<p><i>Join RTDNA -- the Radio TV Digital News Association!!</i></p> <p><i>Visit the Math Lab for free tutoring.</i></p>	BCOM 185* <i>Intro. to Broadcasting</i>	3	BCOM 261 * <i>Basic Radio Production</i> {BCOM 185 or 201}	3
	Gen. Ed. (A-1) ENG 100* <i>Intro. to College Writing</i>	3	Gen. Ed. (A-3) COMM 161 or 145* <i>Speech</i>	3
	Gen. Ed. MATH* (D-2) (<i>MATH 109 or 116 or higher</i>) Math 116 preferred	3	Gen. Ed. (C-1) HIST 119 or 120* <i>Western Civilization</i>	3
	Gen. Ed. (C-2) PS 110 <i>American Nat'l Government</i>	3	Gen. Ed. (D-1) <i>Science</i>	3
	Gen. Ed. (A-2) <i>Foreign Language</i>	3	Gen. Ed. (B-2) <i>Humanities</i>	3
	UC 175 <i>Univ. Experience</i> (optional)	2	Gen Ed. (F) <i>Health & Wellness</i>	1
	TOTAL CREDIT HOURS	17	TOTAL CREDIT HOURS	16

SECOND YEAR <i>Apply for D-J position at the student radio station WWHR-FM 91.7 "The Revolution"</i>	FALL SEMESTER		SPRING SEMESTER	
	BCOM 201 <i>Process & Effects of Mass Communication</i>	3	BCOM 266 <i>Basic TV Production</i> {BCOM 185 or 201}	3
	BCOM 265 <i>Basic Broadcast News</i> {BCOM 185 or 201}	3	BCOM 325 <i>Survey of Writing for Radio and TV</i> {BCOM 185 or 201}	3
	Gen. Ed. (E) GEOG 110 <i>World Geography</i> OR COMM 263 <i>Comm. & Culture</i>	3	Gen. Ed. (C-2) ECON 150, 202 or 203 <i>Economics</i>	3
	Gen. Ed. (B-1) <i>Literature</i>	3	Gen. Ed. (B-2) <i>Humanities</i>	3
	Gen. Ed. (F) <i>Health & Wellness</i>	1	Course in Minor	3
	TOTAL CREDIT HOURS	13	TOTAL CREDIT HOURS	15
SUMMER TERM <i>Consider a study abroad experience this summer.</i>				
			TOTAL CREDIT HOURS	
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> {junior standing}	3	BCOM 301 <i>Mass Comm. Law & Ethics</i> {PS 110, BCOM 201}	3
	BCOM 361 <i>Advanced Radio</i> {BCOM 261} (fall only) or BCOM 366 <i>Video Editing</i> {BCOM 266}	3	Course in Minor	3
	Gen. Ed. (A-1) ENG 300 <i>Writing in the Disciplines</i>	3	Course in Minor	3
	Gen. Ed. (D-1/L) <i>Science</i>	3	General Elective	3
	Course in Minor	3	General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15
SUMMER TERM <i>Consider an internship for credit this summer. BCOM 491 counts as an elective in the major.</i>				
			TOTAL CREDIT HOURS	
FOURTH YEAR <i>Visit Career Services for resume consultation, practice interviews, begin job search</i>	FALL SEMESTER		SPRING SEMESTER	
	BCOM 491 <i>Internship</i> or Elective in major	3	BCOM 485 <i>Broadcast Operations and Management</i> {senior standing} (capstone) (spring only)	3
	BCOM 360 <i>Electronic Media Programming and Research</i> {BCOM 301} (fall only)	3	BCOM/JOUR Elective – upper division 300/400 level	3
	Course in Minor	3	Course in Minor	3
	Course in Minor	3	Course in Minor	3
	General Elective	3	General Elective	2
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	14
Total Credit Hours: 120				

* Denotes prerequisite courses before admission

PLEASE NOTE: Prerequisites, Course Numbers, and Course Titles are subject to change.

Consult your advisor each semester.

Course Descriptions may be viewed at <http://www.wku.edu/catalog>

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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