



CURRICULUM GUIDE 2014-2015

BROADCASTING

Associate in Arts in Broadcasting and Certificate of Achievement in Broadcasting

This curriculum is designed to prepare students for careers in radio, television, and related electronic media. Students are encouraged to develop a wide variety of skills in order to be better prepared for a range of vocational opportunities. Placement often depends on audition materials; portfolio of scripts; willingness to relocate; talent; job availability; and a thorough job search.

Requirements for Associate in Arts Degree:

- a) Complete Major Field and Supporting Course with a grade of C or better.
- b) Complete Ohlone College General Education (Plan A), CSU GE (Plan B), or IGETC (Plan C) requirements. These requirements are specified in the Ohlone College catalog.
- c) Complete at least 60 degree-applicable units with a 2.0 grade point average.
- d) Complete at least 12 units at Ohlone College.

Requirements for Certificate of Achievement:

- a) Complete Major Field courses as indicated below.
- b) Complete at least six units at Ohlone College.
- c) Maintain a 2.0 grade point average in Major Field courses.

Student Learning Outcomes

1. Develop an understanding of the broadcasting industry from a strategic, analytical, organizational, cultural, and historic perspective.
2. Demonstrate the vocational skills necessary to function successfully as a member of a broadcast television or film production team.
3. Demonstrate the ability to operate a radio broadcast facility from a technical, legal, content, and strategic standpoint.
4. Demonstrate storytelling and reporting skills writing for news, short form documentary, or commercial television production.
5. Create and organize a professional-quality radio portfolio consisting of a broadcast aircheck, production samples, resume, and related materials.

MAJOR FIELD

BRDC-120	Introduction to Electronic Media	2
BRDC-123A	Radio Operations I	3
BRDC-123B	Radio Operations II	3
BRDC-128	Radio Programming and Marketing	2
BRDC-130	Broadcast Announcing	3
BRDC-141	Live TV Newscast	3
BRDC-142	Live TV Studio Production	3
BRDC-148	Live Television Production	3
JOUR-101A	Newswriting	3
JOUR/BRDC-155	Mass Media and Society	<u>3</u>
		28

SUPPORTING COURSE

SPCH-101	Introduction to Public Speaking	<u>3</u>
	Total Required Units:	31