



## **CURRICULUM GUIDE 2012-2013**

### **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 Plan A, B, or C General Education 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	Directing Live Television	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