CENTRAL CAROLINA COMMUNITY COLLEGE

Program Planning Guide
Broadcasting Production Technology, Associate in Applied Science (A30120)

Program Length: 6 semesters

Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology

Note: Associate in Science students may begin with the Radio or the TV Production sequence.

Program Site/s: Lee Main Campus, Day Program

Suggested Course Schedule:		Hours				
Sequence beginning w/Television		Class	Lab	Clinical	Credit	Notes:
1st Semester (Fall)						
BPT 110	Introduction to Broadcasting	3	0	0	3	
BPT 111	Broadcast Law & Ethics	3	0	0	3	
BPT 121	Broadcast Speech I	2	3	0	3	
BPT 231	Video/TV Production I	2	6	0	4	
BPT 235A	TV Performance I-A	0	3	0	1	
ENG 111	Writing & Inquiry	3	0	0	3	
ACA	Student Success Course	1	0	0	1	
					18	
2nd Semester (Spring)						
BPT 112	Broadcast Writing	3	2	0	4	
BPT 113	Broadcast Sales	3	0	0	3	
WEB 214	Social Media	2	2	0	3	
BPT 232	Video/TV Production II	2	6	0	4	
BPT 235B	TV Performance I-B	0	3	0	1	
	Social/Behavioral Science Elective	3	0	0	3	
					18	
3rd Semester (Summer) - Take ONE course						
BPT 236	TV Performance II	0	6	0	2	
WBL 121	Work Based LearningII	0	10	0	1	
Students may exit w/Diploma in Television Production Technology						
4th Semester (Fall)						
BPT 131	Audio/Radio Production I	2	6	0	4	
BPT 135A	Radio Peformance IA	0	3	0	1	
BPT 210	Broadcast Management	3	0	0	3	
BPT 215	Broadcast Programming	3	0	0	3	
CIS 110	Introduction to Computers	2	2	0	3	
	Communications Elective	3	0	0	3	
					17	
5th Semester (Spring)						
BPT 132	Audio/Radio Production II	2	6	0	4	
BPT 135B	Radio Performance IB	0	3	0	1	
BPT 250	Institutional Video	2	3	0	3	
MAT	Mathematics Requirement	2	2	0	3	
	Humanities/Fine Arts Elective	3	0	0	3	
					14	
6th Semester (Summer)						
WBL 111	Work Based Learning I	0	10	0	1	
Communications Elective - Select one:						
ENG 112	Writing/Research in the Disciplines	3	0	0	3	
ENG 114	Professional Research & Reporting	3	0	0	3	
ENG 115	Oral Communications	3	0	0	3	
ENG 116	Technical Report Writing	3	0	0	3	
COM 110	Introduction to Communications	3	0	0	3	
COM 120	Intro Interpersonal Com	3	0	0	3	
COM 231	Public Speaking	3	0	0	3	
Mathematics Requirement - Select one:						
MAT 110	Math Measurement & Literacy	2	2	0	3	Nontransferrable
MAT 143	Quantitative Literacy	2	2	0	3	Transferrable

Total Semester Hours Credit Required for Graduation: 69

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Program Site/s: Lee Main Campus, Day Program

Suggested Course Schedule:		Hours				
Sequence beginning w/Radio		Class	Lab	Clinical	Credit	Notes:
1st Semester (Fall)						
BPT 110	Introduction to Broadcasting	3	0	0	3	
BPT 111	Broadcast Law & Ethics	3	0	0	3	
BPT 121	Broadcast Speech I	2	3	0	3	
BPT 131	Audio/Radio Production I	2	6	0	4	
BPT 135A	Radio Performance 1-A	0	3	0	1	
ENG 111	Writing & Inquiry	3	0	0	3	
ACA	Student Success Course	1	0	0	1	
					18	
2nd Semester (Spring)						
BPT 112	Broadcast Writing	3	2	0	4	
BPT 113	Broadcast Sales	3	0	0	3	
WEB 214	Social Media	2	2	0	3	
BPT 132	Audio/Radio Production II	2	6	0	4	
BPT 135B	Radio Performance I-B	0	3	0	1	
	Social/Behavioral Science Elective	3	0	0	3	
					18	
3rd Semester (Summer)						
WBL 111	Work Based LearningII	0	10	0	1	
Students may exit w/Diploma in Radio Broadcasting Production Technology						
4th Semester (Fall)						
BPT 231	Video/TV Production I	2	6	0	4	
BPT 2535A	TV Performance I-A	0	3	0	1	
BPT 210	Broadcast Management	3	0	0	3	
BPT 215	Broadcast Programming	3	0	0	3	
CIS 110	Introduction to Computers	2	2	0	3	
	Communications Elective	3	0	0	3	
					17	
5th Semester (Spring)						
BPT 232	Video/TV Production II	2	6	0	4	
BPT 235B	TV Performance I-B	0	3	0	1	
BPT 250	Institutional Video	2	3	0	3	
MAT	Mathematics Requirement	2	2	0	3	
	Humanities/Fine Arts Elective	3	0	0	3	
					14	
6th Semester (Summer) Take ONE course:						
WBL 121	Work Based Learning II	0	10	0	1	
BPT 236	TV Performance II	0	6	0	2	
Communications Elective - Select one:						
ENG 112	Writing/Research in the Disciplines	3	0	0	3	
ENG 114	Professional Research & Reporting	3	0	0	3	
ENG 115	Oral Communications	3	0	0	3	
ENG 116	Technical Report Writing	3	0	0	3	
COM 110	Introduction to Communications	3	0	0	3	
COM 120	Intro Interpersonal Com	3	0	0	3	
COM 231	Public Speaking	3	0	0	3	
Mathematics Requirement - Select one:						
MAT 110	Math Measurement & Literacy	2	2	0	3	Nontransferrable
MAT 143	Quantitative Literacy	2	2	0	3	Transferrable

Total Semester Hours Credit Required for Graduation: 69

ACA 111   College Student Success   1-0-1
This course introduces the college's physical, academic, and social environment and promotes the personal development essential for success. Topics include campus facilities and resources; policies, procedures, and programs; study skills; and life management issues such as health, self-esteem, motivation, goal-setting, diversity, and communication. Upon completion, students should be able to function effectively within the college environment to meet their educational objectives.

ACA 115   Success and Study Skills   0-2-1
This course provides an orientation to the campus resources and academic skills necessary to achieve educational objectives. Emphasis is placed on an exploration of facilities and services, study skills, library skills, self-assessment, wellness, goal-setting, and critical thinking. Upon completion, students should be able to manage their learning experiences to successfully meet educational goals.

ACA 122   College Transfer Success   1-0-1
This course provides information and strategies necessary to develop clear academic and professional goals beyond the community college experience. Topics include the CAA, college culture, career exploration, gathering information on senior institutions, strategic planning, critical thinking, and communications skills for a successful academic transition. Upon completion, students should be able to develop an academic plan to transition successfully to senior institutions. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.

BPT 110   Intro to Broadcasting   3-0-3
This course introduces the field of broadcasting and other electronic media. Emphasis is placed on the history, development, and current status of radio, television, and related industries. Upon completion, students should be able to demonstrate knowledge of regulations, organizational structure, revenue sources, historical development, and ongoing operation of broadcasting and related industries.

BPT 111   Broadcast Law & Ethics   3-0-3
This course covers judicial, legislative, and administrative policies pertinent to the ethical and legal operation of broadcast and other electronic media organizations. Emphasis is placed on legal and ethical issues including First Amendment protection, FCC regulations, copyright, and libel laws. Upon completion, students should be able to demonstrate an understanding of the historical significance and modern-day application of important broadcast laws and policies.

BPT 112   Broadcast Writing   3-2-4
This course introduces proper copy and script writing techniques and formats for radio, television, and other electronic media. Emphasis is placed on creating effective scripts for programs and promotional materials, including commercial and public radio service announcements for a specific target audience. Upon completion, students should be able to understand and write copy and scripts according to standard industry formats.

BPT 113   Broadcast Sales   3-0-3
This course covers sales principles applicable to radio, television, cable, and other electronic media. Emphasis is placed on prospecting and servicing accounts, developing clients, and preparing sales presentations. Upon completion, students should be able to create a sales presentation based upon standard ratings reports, prospect for new customers, and understand account management.

BPT 121   Broadcast Speech I   2-3-3
This course covers basic preparation and performance of on-air talents' speaking quality. Emphasis is placed on developing a pleasant and efficient voice with techniques applied to taped news, features, commercial copy, and announcing. Upon completion, students should be able to show improvement and aptitude in proper articulation, pronunciation, rate of delivery, pitch, breathing techniques, inflection, projection, and phrasing.

BPT 131   Audio/Radio Production I   2-6-4
This course covers the creation, development, production, and presentation of audio programming elements for broadcast and/or other electronic media applications. Emphasis is placed on the proper operation of professional audio equipment and the study of basic physical behavior and perceptual effects of sound. Upon completion, students should be able to correctly operate audio recording and playback equipment and demonstrate an understanding of the basic components of sound.

BPT 132   Audio/Radio Production II   2-6-4
Prerequisite: BPT 131
This course covers the use of advanced audio production techniques in broadcast and/or other electronic media applications. Topics include basic audio signal processing equipment and analog and digital professional audio recording and playback equipment. Upon completion, students should be able to optimize the use of professional audio equipment in the production of effective audio programming.

BPT 135   Radio Performance I   0-6-2
This course provides an opportunity to operate the college radio station as an announcer/board operator. Emphasis is placed on operating control-room equipment, logging transmitter readings, EBS tests, reading news, and broadcasting free of interruptions. Upon completion, students should be able to prepare music, public service announcements, and promos for timely broadcast; introduce songs/programs smoothly; and follow FCC rules.

BPT 210   Broadcast Management   3-0-3
This course covers management duties within the fields of broadcasting and other electronic media. Emphasis is placed on the management of broadcast stations and cable systems, including financial, personnel, news, sales, and promotion management. Upon completion, students should be able to demonstrate knowledge of successful station operation, including key management concepts and strategies.

BPT 215   Broadcast Programming   3-0-3
This course covers programming methods, research, and resources needed to provide programs for radio, television, cable, and satellite target audiences. Topics include market research and analysis; local, network, and public station programming and program sources; and scheduling procedures for electronic media. Upon completion, students should be able to develop a programming format or schedule.

BPT 231   Video/TV Production I   2-6-4
This course covers the language of film/video, shot composition, set design, lighting, production planning, scripting, editing, and operation of video and television production equipment. Emphasis is placed on mastering the body of knowledge and techniques followed in producing all forms of video and television production. Upon completion, students should be able to produce basic video and television productions in a team environment.

BPT 232   Video/TV Production II   2-6-4
Prerequisite: BPT 231
This course covers advanced video and television production. Emphasis is placed on field production, post-production, digital video effects, graphics, and multi-camera productions. Upon completion, students should be able to create productions that optimize the use of studio, field, and post-production equipment.

BPT 235   TV Performance I   0-6-2
This course provides hands-on experience in the operation of television studios and/or stations. Emphasis is placed on the application of skills through direct participation in the production or distribution of television programs. Upon completion, students should be able to demonstrate competence in performing key station and/or studio duties.

BPT 236   TV Performance II   0-6-2
Prerequisite: BPT 235
This course provides hands-on experience in the operation of television studios and/or stations. Emphasis is placed on the application of skills through direct participation in the production or distribution of television programs. Upon completion, students should be able to demonstrate competence in performing key station and/or studio duties.

BPT 250   Institutional Video   2-3-3
This course covers development and production of non-broadcast video productions for clients. Emphasis is placed on satisfying client objectives, including interviewing, research, site surveying, script review, photography, and post-production. Upon completion, students should be able to plan, write, shoot, and edit an institutional video designed to meet a client's objectives.

CIS 110   Introduction to Computers   2-2-3
This course introduces computer concepts, including fundamental functions and operations of the computer. Topics include identification of hardware components, basic computer operations, security issues, and use of software applications. Upon completion, students should be able to demonstrate an understanding of the role and function of computers and use the computer to solve problems. This course has been approved for transfer under the CAA and ICAA as a premajor and/or elective course requirement.

COM 110   Introduction to Communication   3-0-3
This course provides an overview of the basic concepts of communication and the skills necessary to communicate in various contexts. Emphasis is placed on communication theories and techniques used in interpersonal group, public, intercultural, and mass communication situations. Upon completion, students should be able to explain and illustrate the forms and purposes of human communication in a variety of contexts. This course has been approved for transfer under the CAA and ICAA as a general education course in Communications.

COM 120   Intro to Interpersonal Communication   3-0-3
This course introduces the practices and principles of interpersonal communication in both dyadic and group settings. Emphasis is placed on the communication process, perception, listening, self-disclosure, speech apprehension, ethics, nonverbal communication, conflict, power, and dysfunctional communication relationships. Upon completion, students should be able to demonstrate interpersonal communication skills, apply basic principles of group discussion, and manage conflict in interpersonal communication situations. This course has been approved for transfer under the CAA and ICAA as a general education course in Communications.

COM 231   Public Speaking   3-0-3
This course provides instruction and experience in preparation and delivery of speeches within a public setting and group discussion. Emphasis is placed on research, preparation, delivery, and evaluation of informative, persuasive, and special occasion public speaking. Upon completion, students should be able to prepare and deliver well-organized speeches and participate in group discussion with appropriate audiovisual support. This course has been approved for transfer under the CAA and ICAA as a universal general education transfer component (UGETC) course in Communications.

ENG 111   Writing and Inquiry   3-0-3
Prerequisites: Take one set: RED 090 and ENG 090, ENG 095, DRE 098, or appropriate placement test scores.
This course is designed to develop the ability to produce clear writing in a variety of genres and formats using a recursive process. Emphasis includes inquiry, analysis, effective use of rhetorical strategies, thesis development, audience awareness, and revision. Upon completion, students should be able to produce unified, coherent, well-developed essays using standard written English. This course has been approved for transfer under the CAA and ICAA as a general education course in English Composition.

ENG 112 Writing/Research in the Disciplines   3-0-3
Prerequisite: ENG 111
This course, the second in a series of two, introduces research techniques, documentation styles, and writing strategies. Emphasis is placed on analyzing information and ideas and incorporating research findings into documented writing and research projects. Upon completion, students should be able to evaluate and synthesize information from primary and secondary sources using documentation appropriate to various disciplines. This course has been approved for transfer under the CAA and ICAA as a universal general education transfer component (UGETC) course in English Composition.

ENG 114   Professional Research and Reporting   3-0-3
Prerequisite: ENG 111
This course, the second in a series of two, is designed to teach professional communication skills. Emphasis is placed on research, listening, critical reading and thinking, analysis,

interpretation, and design used in oral and written presentations. Upon completion, students should be able to work individually and collaboratively to produce well-designed business and professional written and oral presentations. The computer is used as a writing and design tool for this course. This course has been approved for transfer under the CAA and ICAA as a general education course in English Composition.

ENG 115   Oral Communications   3-0-3
This course introduces the basic principles of oral communication in both small group and public settings. Emphasis is placed on the components of the communication process, group decision-making, and public address. Upon completion, students should be able to demonstrate the principles of effective oral communication in small group and public settings.

ENG 116   Technical Report Writing   3-0-3
Prerequisite: Take one: ENG 110 or ENG 111
This course, the second in a series of two, introduces layout and design of technical reports used in business and industry. Emphasis is placed on audience analysis, data collection and analysis, technical writing style and organization, oral presentation or technical data, and the appropriate use of graphics in written and oral presentations. Upon completion, students should be able to produce written and oral reports using a variety of technical communication models.

WBL 111   Work-Based Learning I   0-10-1
Local Prerequisite: Approval of Instructor or Department Chairperson
This course provides a work-based learning experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.

WBL 121   Work-Based Learning II   0-10-1
Local Prerequisite: Approval of Instructor or Department Chairperson
This course provides a work-based learning experience with a college-approved employer in an area related to the student's program of study. Emphasis is placed on integrating classroom learning with related work experience. Upon completion, students should be able to evaluate career selection, demonstrate employability skills, and satisfactorily perform work-related competencies.

WEB 214   Social Media   2-2-3
This course introduces students to social media for organizations. Topics include social media, marketing strategy, brand presence, blogging, social media analytics and technical writing. Upon completion, students should be able to utilize popular social media platforms as part of a marketing strategy, and work with social media analytics tools.