

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				Notes:
		Class	Lab	Clinical	Credit	
Sequence beginning w/Television						
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	
		14	12	0	18	

2nd Semester (Spring)

BPT 112	Broadcast Writing	3	2	0	4	
BPT 113	Broadcast Sales	3	0	0	3	
BPT 122	Broadcast Speech II	2	3	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	
		13	14	0	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 Broadcasting Production Technology

4th Semester (Fall)

BPT 131	Audio/Radio Production I	2	6	0	4	
BPT 135A	Radio Performance 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	
ENG 114	Professional Research & Reporting	3	0	0	3	
		13	11	0	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 110/143	Mathematics Requirement	2	2	0	3	
	Humanities/Fine Arts Elective	3	0	0	3	
		9	14	0	14	

6th Semester (Summer)

WBL 111	Work Based Learning I	0	10	0	1	
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*Students may choose MAT 110 (untransferrable) or MAT 143 (transferrable)

Total Semester Hours Credit Required for Graduation: 69

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Course Descriptions

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ACA 111	College Student Success	1-0-1	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.
<p>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.</p>			
ACA 115	Success and Study Skills	0-2-1	BPT 121 Broadcast Speech I 2-3-3
<p>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.</p>			<p>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.</p>
ACA 122	College Transfer Success	1-0-1	BPT 122 Broadcast Speech II 2-3-3
<p>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.</p>			<p><i>Prerequisite: BPT 121</i></p> <p>This course covers basic and advanced preparation and performance of on-air speech. Emphasis is placed on enhancing a pleasant, effective voice with techniques applied to impromptu speaking, radio plays, and taped presentations. Upon completion, students should be able to employ proper articulation, pronunciation, rate of delivery, phrasing, and other voice techniques in a professional manner.</p>
BPT 110	Intro to Broadcasting	3-0-3	BPT 131 Audio/Radio Production I 2-6-4
<p>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.</p>			<p>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.</p>
BPT 111	Broadcast Law & Ethics	3-0-3	BPT 132 Audio/Radio Production II 2-6-4
<p>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.</p>			<p><i>Prerequisite: BPT 131</i></p> <p>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.</p>
BPT 112	Broadcast Writing	3-2-4	BPT 135 Radio Performance I 0-6-2
<p>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.</p>			<p>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.</p>
BPT 113	Broadcast Sales	3-0-3	BPT 210 Broadcast Management 3-0-3
<p>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</p>			<p>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.</p>

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Course Descriptions

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BPT 215	Broadcast Programming	3-0-3	transfer under the CAA and ICAA as a premajor and/or elective course requirement.
<p>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.</p>			
BPT 231	Video/TV Production I	2-6-4	
<p>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.</p>			
BPT 232	Video/TV Production II	2-6-4	
<p><i>Prerequisite: BPT 231</i> 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.</p>			
BPT 235	TV Performance I	0-6-2	
<p>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.</p>			
BPT 236	TV Performance II	0-6-2	
<p><i>Prerequisite: BPT 235</i> 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.</p>			
BPT 250	Institutional Video	2-3-3	
<p>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.</p>			
CIS 110	Introduction to Computers	2-2-3	
<p>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</p>			
ENG 111	Writing and Inquiry	3-0-3	
<p><i>Prerequisites: Take one set: RED 090 and ENG 090, ENG 095, DRE 098, or appropriate placement test scores.</i> 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.</p>			
ENG 114	Professional Research and Reporting	3-0-3	
<p><i>Prerequisite: ENG 111</i> 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.</p>			
WBL 111	Work-Based Learning I	0-10-1	
<p><i>Local Prerequisite: Approval of Instructor or Department Chairperson</i> 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.</p>			
WBL 121	Work-Based Learning II	0-10-1	
<p><i>Local Prerequisite: Approval of Instructor or Department Chairperson</i> 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.</p>			