



**Program Planning Guide**

**Broadcast Production Technology-Radio, Diploma (D3012010)**

Program Length: 3 semesters

Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology (Higher entrance standards required); Diploma in Television Broadcasting Production Technology

Program Sites: Lee Main Campus - Day Program; Harnett Main Campus – Selected courses

Suggested Course Schedule:	HOURS			Notes	
	Class	Lab	Credit		
<b>1st Semester (Fall)</b>					
ACA-122	Student Success Course			1	
BPT 110	Introduction to Broadcasting	3	0	3	
BPT 111	Broadcast Law & Ethics	3	0	3	
BPT 121	Broadcast Speech I	2	3	3	
BPT 131	Audio/Radio Production I	2	6	4	
BPT 135A	Radio Performance IA	0	3	1	
ENG*	English Requirement	3	0	3	
				18	
<b>2nd Semester (Spring)</b>					
BPT 112	Broadcast Writing	3	2	4	
BPT 113	Broadcast Sales	3	0	3	
WEB 214	Social Media	2	2	3	
BPT 132	Audio/Radio Production II	2	6	4	
BPT 135B	Radio Performance IB	0	3	1	
	Social/Behavioral Science Elective	3	0	3	
				18	
<b>3<sup>rd</sup> Semester (Summer)</b>					
WBL 111	Work Based Learning I	0	10	1	
				1	
<b>English Requirement – choose one:</b>					
ENG 110	Freshman Composition	3	0	3	Non-transferrable
ENG 111	Writing and Inquiry	3	0	3	Transferrable

Total Semester Hours Required to Graduate: 37

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## Course Descriptions

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### **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 0-2-1**

This course provides information and strategies necessary to develop clear academic and professional goals beyond the community college experience. Topics include the CAA, college policies and 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 122 Broadcast Speech II 2-3-3**

*Prerequisite: BPT 121*

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.

### **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.

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**ENG 110 Freshman Composition 3-0-3**

*Prerequisite: DRE 097*

This course is designed to develop informative and business writing skills. Emphasis is placed on logical organization of writing, including effective introductions and conclusions, precise use of grammar, and appropriate selection and use of sources. Upon completion, students should be able to produce clear, concise, well-organized short papers

**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.

**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.

**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.