

**Program Planning Guide**

**Broadcasting Production Technology-Television, Diploma (D3012020)**

Program Length: 3 semesters

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

Program Sites: Lee Main Campus - Day Program

Suggested Course Schedule:	HOURS			Grade	Semester	Notes
	Class	Lab	Credit			
<b>1st Semester (Fall)</b>						
ACA-122	Student Success Course	1	0	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 231	Video/TV Production I	2	6	4		
BPT 235A	TV Performance I-A	0	3	1		
ENG*	English Requirement	3	0	3		
		14	12	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 232	Video/TV Production II	2	6	4		
BPT 235B	TV Performance I-B	0	3	1		
	Social/Behavioral Science Elective	3	0	3		
		13	13	18		
<b>3rd Semester (Summer) Take ONE course</b>						
BPT 236	TV Performance II	0	6	2		
WBL 121	Work Based Learning II	0	10	1		
		0	16	3		

<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 Credit Required for Graduation: 37

# Broadcast Production, Television Broadcasting Production Technology Diploma (D3012020)

## Course Descriptions

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<b>ACA 111</b>	<b>College Student Success</b>	<b>1-0-1</b>	<b>BPT 113</b>	<b>Broadcast Sales</b>	<b>3-0-3</b>
<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>			<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 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>		
<b>ACA 115</b>	<b>Success and Study Skills</b>	<b>0-2-1</b>	<b>BPT 121</b>	<b>Broadcast Speech I</b>	<b>2-3-3</b>
<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>		
<b>ACA 122</b>	<b>College Transfer Success</b>	<b>0-2-1</b>	<b>BPT 231</b>	<b>Video/TV Production I</b>	<b>2-6-4</b>
<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 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.</p>			<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>		
<b>BPT 110</b>	<b>Intro to Broadcasting</b>	<b>3-0-3</b>	<b>BPT 232</b>	<b>Video/TV Production II</b>	<b>2-6-4</b>
<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><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>		
<b>BPT 111</b>	<b>Broadcast Law &amp; Ethics</b>	<b>3-0-3</b>	<b>BPT 235</b>	<b>TV Performance I</b>	<b>0-6-2</b>
<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>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>		
<b>BPT 112</b>	<b>Broadcast Writing</b>	<b>3-2-4</b>	<b>BPT 236</b>	<b>TV Performance II</b>	<b>0-6-2</b>
<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><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>		
<b>ENG 110</b>	<b>Freshman Composition</b>	<b>3-0-3</b>			
<p><i>Prerequisite: DRE 097</i> 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</p>					

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## Course Descriptions:

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**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 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.