

# BROADCASTING, BACHELOR OF ARTS (726P, 726)

## Program Coordinator

Bradley J. Pfranger, [bradley.pfranger@wku.edu](mailto:bradley.pfranger@wku.edu), (270) 745-4144

The major in Broadcasting (reference number 726) requires a minimum of 46 semester hours and leads to a Bachelor of Arts degree. Students must take a minimum of 72 semester hours in courses outside of the School of Media unit, including the University's general education requirements.

In addition to meeting institutional requirements for graduation, the Broadcasting major must have a minor or second major outside of the School of Media and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies or from those offered within the School, unless taken as a second minor.

No course with a grade of "D" or below may be counted toward this major or used as a prerequisite. One-half of the hours in the major must be at the 300- or 400-level. Only 3 hours of internship or co-op may be counted within the major. One-hour workshops may be repeated in different topics up to 4 hours. Only 3 hours of workshop credit may be counted within the 46-hour major.

## Admission Requirements

Students wishing to enter the major in broadcasting initially are admitted as majors Seeking Admission (reference 726P). Prospective majors may take no more than 15 hours in the major before admission. Students must meet the following requirements before they can be admitted:

1. Completion of a minimum of 24 hours of coursework applicable to a baccalaureate degree;
2. A minimum overall grade point average of 2.5;
3. Completion of ENG 100 with a grade of "C" or higher and 9 additional hours in general education;
4. Completion of the following courses with a grade of "C" or higher: SOM 101, SOM 102, BCOM 201 and BCOM 266.

Students not meeting the above admission requirements will not be admitted to the Broadcasting major and cannot register for any additional courses in the major.

## Program Requirements (46 hours)

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at [www.wku.edu/registrar/degree\\_certification.php](http://www.wku.edu/registrar/degree_certification.php). ([https://www.wku.edu/registrar/degree\\_certification.php](https://www.wku.edu/registrar/degree_certification.php))

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: <https://www.wku.edu/colonnade/colonnaderequirements.php>. (<https://www.wku.edu/colonnade/colonnaderequirements.php>)

Code	Title	Hours
<b>Required Courses for a major in Broadcasting:</b>		<b>28</b>
SOM 101	Understanding Media Content, Ethics and Technology	

SOM 102	Media Content, Collaboration and Community	
BCOM 261	Basic Radio Production	
BCOM 266	Basic Television Production	
BCOM 301	Mass Communication Law and Ethics	
BCOM 326	Radio and Television News Performance	
BCOM 335	News Discovery and Selection	
BCOM 366	Editing I	
BCOM 367 or BCOM 368	Field Production News Videography and Editing	
<b>Writing Elective:</b>		<b>3</b>
BCOM 265 or BCOM 325	Basic Broadcast News Survey of Electronic Media Writing	
<b>Diversity Elective</b>		<b>3</b>
Select one of the following courses:		
ANTH 448	Visual Anthropology	
COMM 463	Advanced Intercultural Communication	
CRIM 446	Gender, Crime, and Justice	
FLK 330	Cultural Connections and Diversity	
SOM 310	Media Diversity	
SOCL 355	Sociology of Gender	
SOCL 362	Social Institutions: Race, Class, and Gender	
SPAN 345	Topics in Spanish	
A diversity class approved by an academic advisor.		
<b>Advanced Elective</b>		<b>3</b>
Select one of the following courses:		
BCOM 361	Advanced Radio Performance	
BCOM 365	Broadcast News Reporting and Producing	
BCOM 463	Field Production II	
<b>Internship</b>		<b>3</b>
Select one of the following courses:		
BCOM 369	Cooperative Education in Broadcast Communication	
BCOM 491	Internship	
<b>Capstone Experience</b>		<b>3</b>
Select one course from the following:		
BCOM 465	Advanced Broadcast News	
BCOM 482	Television Program Production	
SOM 402	First Amendment Research and Reporting	
<b>Electives</b>		<b>3</b>
Select 3 additional hours from the following list:		
BCOM 265	Basic Broadcast News	
BCOM 300	American Popular Arts	
BCOM 303	Acting for the Camera	
BCOM 325	Survey of Electronic Media Writing	
BCOM 328	Broadcast Weather Graphics	
BCOM 329	Broadcast Weather Data	

BCOM 360	Electronic Media Programming / Research
BCOM 368	News Videography and Editing
BCOM 380	Editing II
BCOM 385	Broadcast Commercial Sales
BCOM 394	Film Animation
BCOM 401	History of Broadcasting in America
BCOM 429	Broadcast Meteorology
BCOM 461	Radio Workshop
BCOM 466	Television Directing
BCOM 467	Broadcast Workshop
BCOM 476	Advanced Radio Sales
BCOM 480	Editing III
BCOM 481	Problems in Mass Communication
BCOM 485	Broadcast Operations and Management
FILM 201	Introduction to the Cinema
FILM 250	Screenwriting I
JOUR 202	Introduction to News Writing
VJP 261	Mobile Media Storytelling
AD 230	Digital Tools
<b>Total Hours</b>	<b>46</b>

Fourth Year			
Fall	Hours	Spring	Hours
BCOM Internship		3 BCOM Capstone	3
BCOM Elective		3 Colonnade - Connections Systems	3
Minor Course		3 Minor Course	3
Minor Course		3 General Elective	3
General Elective		3 General Elective	3
			<b>15</b>
<b>Total Hours</b>			<b>15</b>

Total Hours 121

- <sup>1</sup> A minor consisting of 21 credit hours is required for the major.
- <sup>2</sup> Select 18 hours of BCOM elective courses with at least 12 upper-division hours.

### Finish in Four Plan

#### First Year

Fall	Hours	Spring	Hours
SOM 101		3 BCOM 201	3
SOM 102		3 BCOM 261	3
ENG 100		3 BCOM 266	4
COMM 145		3 Colonnade - Arts & Humanities	3
Colonnade - Quantitative Reasoning		3 Colonnade - Natural & Physical Science w/lab	3
			<b>16</b>
			<b>15</b>

#### Second Year

Fall	Hours	Spring	Hours
BCOM 366		3 BCOM 326	3
BCOM 265 or BCOM 325		3 BCOM 367 or BCOM 368	3
HIST 101 or HIST 102		3 ENG 200	3
General Elective or Foreign Language Requirement		3 BCOM Diversity Elective	3
PS 110		3 Colonnade - Natural & Physical Science w/no lab	3
			<b>15</b>
			<b>15</b>

#### Third Year

Fall	Hours	Spring	Hours
Colonnade - Connections Social & Culture		3 BCOM 301	3
Advanced Elective		3 BCOM 335	3
BCOM Diversity Elective		3 Colonnade - Writing in the Disciplines	3
Minor Course		3 Colonnade - Connections Local to Global	3
Minor Course		3 General Elective	3
			<b>15</b>
			<b>15</b>