



School of Journalism  
& Broadcasting

*Our Focus is your Future*

## School of Journalism & Broadcasting

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## Broadcasting Major – 45 hours (Reference #726) (Effective for catalog year fall 2018 and thereafter)

### 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 better and nine additional hours in the Colonnade Program;
4. Completion of the following courses with a grade of 'C' or better: SJB 101, 102, BCOM 201, and BCOM 266.

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

### CURRICULUM

The major in broadcasting (reference number 726) requires a minimum of 45 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 Journalism & Broadcasting unit, including the University's Colonnade Program requirements.

In addition to meeting institutional requirements for graduation, the broadcasting major must have **a minor or second major outside of the School of Journalism & Broadcasting 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 45-hour major.

### Required courses for all majors (18 hours) (Pre-requisites are in parentheses.)

SJB 101 Understanding Media Content, Ethics and Technology [fall]  
SJB 102 Media Content, Collaboration and Community  
BCOM 201 Process and Effects of Mass Communication  
BCOM 266 Basic Television Production (SJB 101 or BCOM 201)  
BCOM 301 Mass Communication Law and Ethics (PS110, BCOM 201)  
BCOM 366 Editing I (BCOM majors BCOM 266; FILM majors Film 100 and 201)

### Writing Elective (3 hours)

BCOM 265 Basic Broadcast News (SJB 101 or 102)  
BCOM 325 Electronic Media Writing (SJB 101 or 102)

**Diversity Elective (3 hours)** Select one course from the following list: SJB 310-Media Diversity, ANTH 448-Visual Anthropology, COMM 463 Intercultural Communication, CRIM 446-Gender, Crime, and Justice, FLK 330-Cultural Connections and Diversity, SOCL 355-Sociology of Gender, SOCL 362-Social Institutions: Race, Class, and Gender, SOCL 375-Diversity in American Society, SPAN 345-Hispanic Representation in the Media, or a diversity class approved by an academic advisor. (some courses may have prerequisites)

### Select one of the following four capstone experiences (3 hours)

BCOM 465 Advanced Broadcast News [spring] (BCOM 365)  
BCOM 482 Television Program Production (BCOM 367, 463, and 480)  
BCOM 491 Internship (18 hours in the major, permission of program coordinator)  
SJB 402 First Amendment Studies

**Electives (18 hours)** Chosen in consultation with department faculty advisor. Select eighteen additional hours from among all BCOM courses (excluding BCOM 264) or courses from the following list:

BCOM 261 Basic Radio Production (SJB 101 or 102)	BCOM 466 Television Directing
BCOM 265 Basic Broadcast News (SJB 101 or 102)	BCOM 463 Producing and Directing [fall] (BCOM 266, 366, 367)
BCOM 303 Acting for the Camera	BCOM 325 Electronic Media Writing
BCOM 461 Radio Workshop	BCOM 429 Broadcast Meteorology
BCOM 326 Radio/TV News Performance (BCOM 265 & BCOM 261 or 266)	BCOM 385 Broadcast Commercial Sales (Sophomore Standing)
BCOM 328 Broadcast Weather Graphics (BCOM 201 and GEOG 121)	BCOM 467 Workshop [1-hr] (permission of instructor)
BCOM 329 Broadcast Weather Data (BCOM 201 and GEOG 121)	BCOM 300 American Popular Arts
BCOM 335 News Discovery and Selection (BCOM 265)	BCOM 480 Editing III (BCOM 366)
BCOM 360 Electronic Media Programming/Research [fall] (BCOM301 or permission)	BCOM 481 Problems in Mass Communication
BCOM 361 Advanced Radio Performance (BCOM 261)	BCOM 485 Broadcast Operations & Management (BCOM385 or permission)
BCOM 365 Broadcast News Reporting and Producing (BCOM 265, 335, 368)	BCOM 491 Internship
BCOM 367 Field Production [spring] (BCOM 266 and 366)	FILM 201 Introduction to Cinema [also counts in Colonnade II-AH]
BCOM 368 News Videography/Editing [fall] (BCOM 265, 266)	FILM 250 Screenwriting (BCOM 325 or FILM 101 and FILM 201)
BCOM 369 Cooperative Education in Broadcast Communication	JOUR 202 Introduction to News Writing
BCOM 378 Film Animation	PJ 261 Introduction to Multimedia (PJ 131 or 231)
BCOM 380 Editing II	SJB 210 Software Studio for Designers
BCOM 401 History of Broadcasting in America	

**Four-year plan on reverse side**

## Major in Broadcasting – catalog year fall 2018

For students entering the university fall 2018 and thereafter, the following four-year plans are examples of how to map your program in the broadcasting major in consultation with your broadcast faculty advisor. Every student will finish with a unique plan of his/her own depending on the concentration, minor area of study, electives selected, etc. Refer to the University undergraduate catalog for more information. Course Descriptions may be viewed at <http://www.wku.edu/undergraduatecatalog>

**Note:** To meet ACEJMC\* accreditation standards, Students must take a minimum of 72 semester hours in courses outside of the School of Journalism & Broadcasting 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 Journalism & Broadcasting, the Department of Communication, and Film Studies that is approved by the major faculty advisor. Students may not select a minor in film studies, communication studies, or from those offered within the School, unless taken as a second minor.

\*Accrediting Council on Education for Journalism and Mass Communication

### Major in Broadcasting - Four Year Plan 120 hours with a 21 hour minor outside of the SJ&B

	Fall	Spring
<b>Freshman Year</b>	SJB 101 SJB 102 ENG 100 Colonnade Colonnade  (15 hours)	BCOM 266 BCOM 265 or 325 PS 110 Colonnade Minor  (15 hours)
<b>Sophomore Year</b>	BCOM 366 BCOM 201 Colonnade Colonnade Minor  (15 hours)	BCOM Elective BCOM Elective Colonnade Foreign Language* or Minor Minor  (15 hours)
<b>Junior Year</b>	BCOM Elective BCOM Elective Colonnade Colonnade Minor  (15 hours)	BCOM 301 BCOM Elective Colonnade Colonnade Minor  (15 hours)
<b>Senior Year</b>	BCOM Elective BCOM Elective Colonnade Minor Minor  (15 hours)	BCOM Capstone General Elective General Elective General Elective General Elective  (15 hours)
		<b>120 Total Hours</b>

\*As a reminder, students need to show proficiency for a foreign language at the novice high level by the time they have earned 60 hours. This can currently be done through AP or CLEP, or by completing the second semester (102) level of an approved foreign language. <http://www.wku.edu/modernlanguages/placement/colonnade.pdf>