



School of Journalism
& Broadcasting

Our Focus is your Future

Mass Media & Technology Hall
1906 College Heights Blvd. 11070
Bowling Green, Ky. 42101-1070
270 745-4144 www.wku.edu/journalism

Broadcasting Major (Reference #726)

(Effective for students in catalog year fall 2017 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 course work 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 General Education Program;
4. Completion of the following courses with a grade of 'C' or better: SJB 101, 102 and the following course according to the intended concentration:

| | |
|----------------------------|----------|
| News and Sports Reporting: | BCOM 265 |
| Video Production: | BCOM 266 |
| Operations and Management: | BCOM 261 |

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.

CURRICULUM

The major in broadcasting (reference number 726) requires a minimum of 42 to 43 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 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.

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 42/43-hour major.

Students entering the major may choose from three concentrations for their study emphasis as listed below. Pre-requisites are in parentheses.

News and Sports Reporting Concentration (BMSR)

Required courses for all majors (15 hours)

- 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 301 Mass Communication Law and Ethics (PS110, BCOM 201)

Requirements within news concentration (15 hours)

- BCOM 265 Basic Broadcast News (SJB 101 or 102 or 103)
BCOM 266 Basic Television Production (SJB 101 or BCOM 201)
BCOM 335 News Discovery and Selection (BCOM 265)
BCOM 365 Broadcast News Reporting and Producing (BCOM 265, 335, 368)
BCOM 368 News Videography/Editing [fall] (BCOM 265, 266)

Elective (3 hours) During the sophomore year, select one 3-hour course outside the BCOM major subject code, but within the School of Journalism & Broadcasting (AD, FILM, JOUR, PJ, PR and SJB) and approved by departmental faculty advisor.

Select one of the following three capstone experiences (3-4 hours)

- BCOM 465 Advanced Broadcast News [spring] (BCOM 365)
or by application either SJB 495 Collaborative Journalism
or SJB 401 Team Investigative Reporting I [1hr] [fall]
and SJB 402 Team Investigative Reporting II [3hr] [spring]

Restricted electives (6 hours) Chosen in consultation with department faculty advisor. Select courses totaling six hours from the following list:

- BCOM 325 Electronic Media Writing (SJB 103)
BCOM 326 Radio/TV News Performance (BCOM 265 & either BCOM 261 or 266)
BCOM 328 Broadcast Weather Graphics (BCOM 201 and GEOG 121)
BCOM 329 Broadcast Weather Data (BCOM 201 and GEOG 121)
BCOM 385 Broadcast Commercial Sales (Sophomore Standing)
BCOM 467 Workshop [1-hr] (permission of instructor)
BCOM 485 Broadcast Operations & Management (BCOM 385 or permission)
BCOM 491 Internship (18 hours in the major, permission of program coordinator)

Video Production Concentration (BRVP)

Required courses for all majors (15 hours)

- 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 301 Mass Communication Law and Ethics (PS110, BCOM 201)

Requirements within concentration (18 hours)

- BCOM 266 Basic Television Production (SJB 101 or BCOM 201)
BCOM 325 Electronic Media Writing (SJB 103)
BCOM 366 Editing, Aesthetics (BCOM majors BCOM 266; FILM majors Film 101 and 201)
BCOM 367 Field Production [spring] (BCOM 266 and 366)
BCOM 463 Producing and Directing [fall] (BCOM 266, 366, 367)
BCOM 480 Advanced Post Production (BCOM 366)

Elective (3 hours) During the sophomore year, select one 3-hour course outside the BCOM major subject code, but within the School of Journalism & Broadcasting (AD, FILM, JOUR, PJ, PR and SJB) and approved by departmental faculty advisor.

Select one of the following three capstone experiences (3-4 hours)

- BCOM 482 Television Program Production [spring] (BCOM 367, 463, 480)
or by application either SJB 495 Collaborative Journalism
or SJB 401 Team Investigative Reporting I [1hr] [fall] and SJB 402 II [3hr] [spring]

Elective (3 hours) Select any additional BCOM course or any course totaling three hours from the following list:

- SJB 241 Visualizing Data
PJ 131 Introduction to Digital Photography
PJ 261 Introduction to Multimedia (PJ 131 or 231)
AD 341 Principles of Advertising (SJB 101)
AD 348 Introduction to Interactive Design
ENG 309 Documentary Film (ENG 200)
ENG 365 Film Adaptation Film (ENG 100 and 200)
FILM 201 Introduction to Cinema (may also count in Colonnade II-AH)
FILM 250 Screenwriting (BCOM 325 or FILM 101 and FILM 201)
FILM 366 History of Narrative Film (ENG 100 and 200)
FILM 376 Cinematography (BCOM 366)
FILM 465 Film Genres (ENG 100, 200 and either FILM 201 or ENG 365, or permission)
FILM 466 Film Theory (FILM 366, ENG 365; FILM 201, or permission)

Operations and Management Concentration (BROM)

Required courses for all majors (15 hours)

- 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 301 Mass Communication Law and Ethics (PS110, BCOM 201)

Requirements within concentration (18 hours)

- BCOM 261 Basic Radio Production (SJB 101 or 102 or 103)
BCOM 266 Basic Television Production (SJB 101 or BCOM 201)
BCOM 360 Electronic Media Programming/Research [fall] (BCOM 301 or permission)
BCOM 385 Broadcast Commercial Sales (Sophomore Standing)

Select one of the following two courses

- BCOM 265 Basic Broadcast News (SJB 101 or 102 or 103) or
BCOM 325 Electronic Media Writing (SJB 103)

Select one of the following two courses

- BCOM 361 Advanced Radio Performance (BCOM 261) or
BCOM 476 Advanced Radio Sales (BCOM 385 or permission)

Elective (3 hours) During the sophomore year, select one 3-hour course outside the BCOM major subject code, but within the School of Journalism & Broadcasting (AD, FILM, JOUR, PJ, PR or SJB) and approved by departmental faculty advisor.

Select one of the following three capstone experiences (3-4 hours)

- BCOM 485 Broadcast Operations & Management (BCOM 385 or permission)
or by application either SJB 495 Collaborative Journalism
or SJB 401 Team Investigative Reporting I [1hr] [fall] and SJB 402 II [3hr] [spring]

Elective (3 hours) Chosen in consultation with department faculty advisor. Note that 50% of coursework in the major must be at the 300/400 level.

Select any additional BCOM course or any course totaling three hours from the following list:

- Any BCOM course--BCOM 491 Internship, strongly recommended
SJB 241 Visualizing Data
PJ 131 Introduction to Digital Photography
AD 300 Research in Advertising/Public Relations (Stats)
PR 355 Fundamentals of Public Relations (SJB 101, 102, 103 and JOUR 202)
MGT 210 Organization & Management (Sophomore Standing)
MKT 220 Basic Marketing Concepts (Sophomore Standing)
MKT 325 Personal Selling (MKT 220)
MKT 329 Business-to-Business Mkt. (MKT 220)
MKT 425 Advanced Personal Selling (MKT 220, 325)
PSY 371 Psychology of Sales (PSY 100)

Four-year plans on reverse side

Major in Broadcasting – catalog year fall 2017

For students entering the university fall 2017 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/undergradcatalog>

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

Video Production Concentration – 4 Year Plan

| | fall semester | spring semester |
|-----------------------|---|--|
| Freshman year | SJB 101 SJB 102 ENG 100 (Colonnade I, WC) COMM 145 (Colonnade I, OC) Quantitative Reasoning (Colonnade I, QR) (15 hours) | BCOM 266 PS 110 (Colonnade II, SB) + Minor course Arts & Humanities (Colonnade II, AH) Natural Science (Colonnade II, NS) (15 hours) <i>+PS110 is a pre-req for BCOM 301</i> |
| Sophomore year | BCOM 366 BCOM 201 HIST 101 or 102 (Colonnade I, SB) Natural Science w/lab (Colonnade II, NS) General Elective or Foreign Lang.*** (15 hours) | BCOM 367 Elective in AD, JOUR, FILM, PJ, PR or SJB ENG 200 (Colonnade I, AH) Minor course General Elective (15 hours) |
| Junior year | BCOM 325 BCOM 463 or 480 Writing in the Disciplines (Colonnade I, WC) Systems (Colonnade III) Minor course (15 hours) | BCOM 301 Restricted Elective in major Social & Cultural (Colonnade III) Minor course Minor course (15 hours) |
| Senior year | BCOM 480 or 463 Local to Global (Colonnade III) Minor course Minor course General Elective (15 hours) | BCOM 482 or SJB 495 or SJB 402++ Minor course Minor course General Elective General Elective (15 hours) <i>++SJB 401 (1-hr) pre-req offered in fall</i> |
| | | 120 total hours |

Operations and Management Concentration – 4 Year Plan

| | fall semester | spring semester |
|-----------------------|---|--|
| Freshman year | SJB 101 SJB 102 ENG 100 (Colonnade I, WC) COMM 145 (Colonnade I, OC) Quantitative Reasoning (Colonnade I, QR) (15 hours) | BCOM 261 Minor course PS 110 (Colonnade II, SB) + Arts & Humanities (Colonnade II, AH) Natural Science (Colonnade II, NS) (15 hours) <i>+PS110 is a pre-req for BCOM 301</i> |
| Sophomore year | BCOM 201 BCOM 266 HIST 101 or 102 (Colonnade I, SB) Natural Science w/lab (Colonnade II, NS) General Elective or Foreign Lang.*** (15 hours) | BCOM 265 or BCOM 325 Elective in AD, JOUR, FILM, PJ, PR or SJB ENG 200 (Colonnade I, AH) Minor course General Elective (15 hours) |
| Junior year | BCOM 385 BCOM 301 Writing in the Disciplines (Colonnade I, WC) Systems (Colonnade III) Minor course (15 hours) | BCOM 361 or 476 Social & Cultural (Colonnade III) Minor Minor General Elective (15 hours) |
| Senior year | BCOM 360 Restricted Elective in major Local to Global (Colonnade III) Minor course Minor course (15 hours) | BCOM 485 or SJB 495 or SJB 402++ Minor course Minor course General Elective General Elective (15 hours) <i>++SJB 401 (1-hr) pre-req offered in fall</i> |
| | | 120 total hours |

News and Sports Reporting Concentration – 4 Year Plan

| | fall semester | spring semester |
|-----------------------|--|---|
| Freshman year | SJB 101 SJB 102 ENG 100 (Colonnade I, WC) COMM 145 (Colonnade I, OC) Quantitative Reasoning (Colonnade I, QR) (15 hours) | BCOM 265 BCOM 266 Minor course PS 110 (Colonnade II, SB) + Arts & Humanities (Colonnade II, AH) (15 hours) <i>+PS110 is a pre-req for BCOM 301</i> |
| Sophomore year | BCOM 201 BCOM 368 HIST 101 or 102 (Colonnade I, SB) Natural Science w/lab (Colonnade II, NS) General Elective or Foreign Language*** (15 hours) | BCOM 335 Elective in AD, JOUR, FILM, PJ, PR or SJB ENG 200 (Colonnade I, AH) Natural Science (Colonnade II, NS) Minor course (15 hours) |
| Junior year | BCOM 301 Writing in the Disciplines (Colonnade I, WC) Systems (Colonnade III) Minor course Minor course (15 hours) | BCOM 365 Restricted elective in major Social & Cultural (Colonnade III) Minor Minor (15 hours) |
| Senior year | Restricted elective in major Local to Global (Colonnade III) Minor course General Elective General Elective (15 hours) | BCOM 465 or SJB 495 or SJB 402++ Minor course Minor course General Elective General Elective (15 hours) <i>++SJB 401 (1-hr) pre-req offered in fall</i> |
| | | 120 total hours |

***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>