

Radio Production and Broadcast Technical Major (9277)

Associate of Applied Business Degree

Course	Title	Credit Hours
First Semester		
ENGL 1110 or ENGL 1111	English Composition I (A) ¹ or English Composition I (B)	3
FYEX 1000	First Year Experience	1
MDIA 1003	Introduction to the Multimedia Computer	1
MDIA 1010	The Business and History of Broadcast and Interactive Media	2
MDIA 1060	Vocalization and Diction for Broadcast Media	2
MDIA 1300	Radio I: Introduction to Radio Production and Broadcast	3
MDIA 1400	Audio I: Introduction to Audio Production and Recording	3
Credit Hours		15
Second Semester		
BUSM 1300	Introduction to Business	3
COMM 1000	Effective Public Speaking	3
ENGL 1121	English Composition II-Technical Focus	3
MDIA 1045	Writing for Broadcast and Interactive Media	2
MDIA 1080	Staff Practice I	1
MDIA 1305	Radio II: Advanced Radio Technique	3
Credit Hours		15
Third Semester		
MDIA 1200	Video I: Introduction to Video Production and Broadcast	3
MDIA 1320	Live Radio Performance and Engineering	2
MDIA 1500	Interactive Media I: Introduction to Interactive Production	3
MDIA 2300	Radio III: Electronic News Gathering	3
Select course(s) from the Arts and Humanities Electives list		3
Select course(s) from the General Electives list		2
Credit Hours		16
Fourth Semester		
MATH 1600	Survey of College Mathematics	3
MDIA 2080	Staff Practice II	1
MDIA 2305	Radio IV: Commercial Radio Production	3
MDIA 2340	Radio Business Techniques and Broadcast Direction	2
Select course(s) from the Social & Behavioral Sciences list		3
Select course(s) from the General Electives list		3
Credit Hours		15
Total Credit Hours		61

¹ English course selection is based on placement test results (ENGL 1111 English Composition I (B) is 4 credits, only 3 credits apply to the degree).

This course is designated as a technical course in the program. Students must earn a "C" grade or higher in the course to fulfill the college's graduation requirements policy.

Electives

Course	Title	Credit Hours
General Electives		
BUSM 1620	Introduction to Entrepreneurship	3

BUSM 1640	Entrepreneurial Management	3
BUSM 1700	Principles of E-Business	3
BUSM 2000	Principles of Management	3
BUSM 2500	Principles of Marketing	3
BUSM 2530	Advertising	3
BUSM 2550	Direct and Internet Marketing	3
COMM 1100	Effective Interpersonal Communications	3
COMM 2000	Advanced Public Speaking	3
COMM 2100	Conflict Management	3
GRDS 1010	Visual Organization	3
GRDS 1015	Introduction to Typography	3
GRDS 1020	Graphic Design	3
GRDS 1375	Computer Graphics AI, ID and PS	3
ITCS 1010	Programming Logic	3
ITCS 1105	Web Programming I	3
ITIS 1000 or ITIS 1005	Basic Computer Skills Computer Essentials	1
ITIS 1102	Internet: Services, Tools, and Web Based Design	3
ITIS 1108	Using an HTML Editor	2
ITIS 1130	Introduction to Web Design	1
MUSC 2650	Electronic Music I	2
MUSC 2660	Electronic Music II	2
Any course(s) included in the Transfer Module		
Arts and Humanities		
ARTS 1120	Art Appreciation	3
ARTS 2220	Survey of Art I	3
ARTS 2230	Survey of Art II	3
ENGL 2250	Survey of American Literature I	3
ENGL 2260	Survey of American Literature II	3
ENGL 2280	Survey of British Literature I	3
ENGL 2290	Survey of British Literature II	3
HUMX 1100	Introduction to Humanities	3
HUMX 1200	The American Experience in the Arts	3
MUSC 1200	Music Appreciation	3
MUSC 1215	World Music	3
MUSC 1800	Popular Music: Rock, Jazz, Country, and Hip-Hop	3
MUSC 2200	Music History and Literature I	3
MUSC 2250	Music History and Literature II	3
PHIL 1500	Introduction to Philosophy	3
PHIL 2000	Comparative Religion	3
PHOT 1000	History of Photography	3
Social and Behavioral Sciences		
ANTH 1160	Introduction to Cultural Anthropology	3
ECON 1150	Basic Economics	3
ECON 2500	Principles of Macroeconomics	3
ECON 2600	Principles of Microeconomics	3
GEOG 1500	Introduction to Geography	3
GEOG 1600	World Regional Geography	3
GEOG 2500	World Cultural Geography	3
HIST 1150	Western Civilization I: Antiquity Through the Reformation	3
HIST 1250	Western Civilization II: Age of Revolution Through the Present	3
HIST 2250	U.S. History: Reconstruction to the Present	3
POLS 1300	U.S. National Government	3

		3
POLS 2500	Modern Political Ideologies	3
PSYC 1500	Introduction to Psychology	3
SOCY 1150	Principles of Sociology	3