

# BACHELOR OF ARTS, MAJOR IN MASS COMMUNICATION: BROADCAST PRODUCTION

## Broadcast Production

Students completing the Broadcast Production concentration prepare for decision-making and technical responsibilities in broadcast, radio, television, and social media. Technical, artistic, and management skills combine to ensure that quality electronic content is presented in an effective, appropriate, cost-effective, and engaging manner.

### Requirements

All students who choose to declare a major or minor in Mass Communication or Ag/Com will be required to pass the Pearson Grammar Competency Lab with a score of 80 percent or better before they will be allowed to register for 3000 or 4000-level courses in MCOM. The lab is offered free of charge. Please see Grammar Module (<http://www.shsu.edu/academics/mass-communication/grammar-module/grammar-module.html>) for additional information.

All students declaring a major or minor in Mass Communication or Ag/Com are required to receive a grade of C or better in all MCOM courses.

All undergraduate students are required to complete at least six hours of writing enhanced courses within the discipline, of which three hours must be advanced.

Code	Title	Hours
<b>Bachelor of Arts, Major in Mass Communication: Broadcast Production</b>		
Core Curriculum ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/</a> )		
Component Area I (Communication)		6
Component Area II (Mathematics) <sup>1</sup>		3
Component Area III (Life and Physical Science)		8
Component Area IV (Language, Philosophy, and Culture) <sup>2</sup>		3
Component Area V (Creative Arts)		3
Component Area VI (U.S. History)		6
Component Area VII (Political Science/Government)		6
Component Area VIII (Social and Behavioral Sciences) <sup>3</sup>		3
Component Area IX (Component Area Option) <sup>4,5</sup>		4
<b>Degree Specific Requirements</b>		
PHIL 2306	Contemporary Moral Issues ( ) <sup>4</sup>	3
Select one of the following: <sup>3</sup>		3
ECON 2300	Introduction To Economics	
ECON 2301	Principles Of Macroeconomics	
ECON 2302	Principles Of Microeconomics	
Foreign Language - 14 Hours - 4 Courses (WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312) <sup>2,6</sup>		14
<b>Mass Communication Core (14 hours)</b>		
MCOM 1130	Media Literacy <sup>5</sup>	1
MCOM 1330	Media, Culture and Society (Writing Enhanced)	3
MCOM 1332	Writing For Mass Media (Writing Enhanced)	3
MCOM 2371	TV & Film Production	3
MCOM 3026	Media Practicum	1
MCOM 4371	Mass Media Law And Ethics (Writing Enhanced)	3
<b>Courses Required for Concentration (18 hours)</b>		
MCOM 1371	Audio Production & Performance	3
MCOM 3372	Single Cam & Non-Linear Edit I	3
MCOM 3375	Scriptwriting	3
MCOM 3377	Multi-Camera Studio Production	3
MCOM 3379	Multi-Camera Field Production	3
MCOM 4373	Advanced Production	3
<b>Concentration Electives (18 hours)</b>		<b>18</b>

MCOM 2374	Sports Media Production I
MCOM 3026	Media Practicum
MCOM 3366	Photojournalism
MCOM 3370	Media Programming
MCOM 3373	Studio Production
MCOM 3376	Field & Studio Audio Recording
MCOM 3378	Production Management
MCOM 4099	Independent Study
MCOM 4374	Sports Media Production II
MCOM 4376	Advanced Audio Production
MCOM 4378	Multi-Camera Remotes
MCOM 4379	Directing Multicam Productions
MCOM 4393	Global Media
MCOM 4398	Professional Internship

**Select Option A or B** **18**

Option A: 18 Credits in 1 Subject Area, 12 Upper Level

Option B: 18 Credits in Business, 12 Upper Level

**Total Hours** **120**

- 1 MATH 1332 is recommended.
- 2 Foreign Language Course WOLC 2311 or WOLC 2312 satisfies the requirement for Component Area IV and part of the mass communication foreign language requirement.
- 3 ECON 2300 or ECON 2301 or ECON 2302 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as a degree specific requirement for mass communication.
- 4 PHIL 2306 satisfies three hours of the requirement for Component Area IX and is a degree specific requirement for mass communication.
- 5 MCOM 1130 satisfies one hour of requirement for Component Area IX as well as the major requirement.
- 6 Four courses in one language required.

#### First Year

Fall	Hours	Spring	Hours
Component Area I ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai</a> )		3 Component Area I ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai</a> )	3
Component Area II ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii</a> ) <sup>1</sup>		3 Component Area III ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii</a> )	4
HIST 1301 <sup>2</sup>		3 HIST 1302 <sup>2</sup>	3
MCOM 1330		3 MCOM 1332	3
MCOM 1371		3 MCOM 2371	3
		<b>15</b>	<b>16</b>

#### Second Year

Fall	Hours	Spring	Hours
Component Area III ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii</a> )		4 Component Area V ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav">http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav</a> )	3
MCOM 1130 <sup>3</sup>		1 MCOM 3375	3
MCOM 3372		3 ECON 2300, 2301, or 2302 <sup>6</sup>	3
POLS 2305 <sup>4</sup>		3 POLS 2306 <sup>4</sup>	3
WOLC 1411 <sup>5</sup>		4 WOLC 1412 <sup>5</sup>	4
		<b>15</b>	<b>16</b>

**Third Year**

Fall	Hours	Spring	Hours
MCOM 3377		3 MCOM 3379	3
MCOM 3026		1 MCOM Concentration Elective <sup>9</sup>	6
Option A or B: Lower Division Course <sup>7</sup>		6 PHIL 2306 <sup>10</sup>	3
WOLC 2311 <sup>5,8</sup>		3 WOLC 2312 <sup>5,8</sup>	3
		<b>13</b>	<b>15</b>

**Fourth Year**

Fall	Hours	Spring	Hours
MCOM Concentration Elective <sup>9</sup>		3 MCOM 4373	3
MCOM Concentration Elective <sup>9</sup>		3 MCOM Concentration Elective <sup>9</sup>	3
MCOM 4371		3 MCOM Concentration Elective <sup>9</sup>	3
Option A or B: Upper Division Course <sup>7</sup>		3 Option A or B: Upper Division Course <sup>7</sup>	3
Option A or B: Upper Division Course <sup>7</sup>		3 Option A or B: Upper Division Course <sup>7</sup>	3
		<b>15</b>	<b>15</b>

**Total Hours: 120**

- 1 MATH 1332 is recommended.
- 2 Satisfies Core Curriculum requirement for Component Area VI (U.S. History).
- 3 Satisfies 1 semester credit hour of Core Curriculum requirement for Component Area IX (Component Area Option).
- 4 Satisfies Core Curriculum requirement for Component Area VII (Political Science/Government).
- 5 Four courses in one language required.
- 6 Satisfies Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).
- 7 Option A: 18 Credits in 1 Subject Area, 12 Upper Level  
Option B: 18 Credits in Business, 12 Upper Level
- 8 Writing Enhanced Course. Satisfies Core Curriculum requirement for Component Area IV (Language, Philosophy, and Culture).
- 9 See, MCOM Concentration Elective Course list below.
- 10 Satisfies 3 semester credit hours of Core Curriculum requirement for Component Area IX (Component Area Option).

Code	Title	Hours
<b>MCOM Concentration Elective Courses<sup>8</sup></b>		
Select six of the following:		
MCOM 2374	Sports Media Production I	3
MCOM 3026	Media Practicum	1-4
MCOM 3366	Photojournalism	3
MCOM 3370	Media Programming	3
MCOM 3373	Studio Production	3
MCOM 3376	Field & Studio Audio Recording	3
MCOM 3378	Production Management	3
MCOM 4099	Independent Study (Limited to 3 SCH)	3
MCOM 4374	Sports Media Production II	3
MCOM 4376	Advanced Audio Production	3
MCOM 4378	Multi-Camera Remotes	3
MCOM 4379	Directing Multicam Productions	3
MCOM 4393	Global Media	3
MCOM 4398	Professional Internship	3

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The BA in Mass Communication: Broadcast Production is designed to provide graduates with the following marketable skills:

- Demonstrate strong oral, aural, and written communication skills.
- Utilize leadership, critical thinking, and team-working skills.

- Conduct the collection, analysis, and management of digital data.
- Conceptualize and produce original and creative media.
- Produce media campaigns for social and digital platforms.