



Bachelor of Arts in RADIO-TELEVISION

The radio-television B.A. prepares students with the skills and knowledge to enter careers in broadcast and cable television, production facilities and corporate and digital media. Students choose from three focus areas:

Production Media Management & Operations

for producers/directors, videographers, editors or others focusing on audio/video for those who may want to specialize in management, sales, promotions or administration in broadcast and electronic media properties

It is a limited access degree program, which means that a separate application must be submitted directly to the Nicholson School of Communication and Media in order to be considered for admission.

APPLICATION PROCESS

Deadlines: fall (June 1), spring (October 1), summer (February 1)

Minimum admission criteria:

- Completion of a minimum of 30 college credit hours
- Grammar proficiency met with a minimum of a “B” average in both ENC 1101 and ENC 1102 (English Composition) or qualifying AP/IB/CLEP/Grammar Proficiency Exam scores
- Completion or enrollment in the semester of application in RTV 3007 (Development and Structure of Electronic Media). Course must be completed with a “C” average or better

Competitive admission criteria:

- Admission is based on competitive college cumulative GPA. Approximately 20 of the top students are invited for admission to each track. The average GPA will vary by track and applicant pool. Recent averages range from 3.3 to 3.6, with cutoff GPAs ranging from 2.7 to 3.3.

COURSE WORK

Fundamental Core Courses – May be completed in a pending status prior to admission

RTV 3007	Development and Structure of Electronic Media
RTV 3511	Production Fundamentals
RTV 4403	Electronic Media, Technology and Society
MMC 3200	Mass Communication Law
SPC 1608	Fundamentals of Oral Communication
Minor course work	

Advanced Core Course

– May only be completed after admission is granted

RTV 2100	Writing for Electronic Media
RTV 3531	Principles of Videography
RTV 3570C	Principles of Post Production
MMC 3420	Mass Media Research Methods
RTV 3576C	Principle of Post Production

Restricted Electives - 22 credit hours

– May only be completed after admission is granted

- Production courses include: studio production, media production, lighting, audio, advanced post production, multimedia production, directing and internship
- Media Management courses include: broadcast regulations and management, radio production and programming, broadcast announcing and performance, social media, advertising, sports programming and internship

PROGRAM FEATURES

- Learn from distinguished faculty who are world renowned scholars and professional practitioners in the radio-television profession.
- Receive personalized academic advising from faculty and professional advisors readily available to students.
- Have access to a state-of-the-art HD studio, cutting-edge digital cameras and editing software.

WAYS TO GET INVOLVED IN YOUR MAJOR

- Participate in no credit internships to gain hands-on experience in the industry.
- Introduce yourself to faculty, connect with current students in the major and shadow professionals in the field.
- Become a member of student organizations including the Radio Television Digital News Association (RTDNA) and the National Broadcasting Society (NBS).

WHAT YOU CAN DO WITH THIS MAJOR

Jobs that you can hold with this major include:

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|----------------------|----------------------------------|
| • Producer | • Promotion Coordinator |
| • Director | • Network Operations Coordinator |
| • Editor | • Audio Engineer |
| • Production Manager | • Director of Photography |
| • Sales Director | • Script Supervisor |
| • Casting Manager | |
| • Lighting Director | |
| • Location Manager | |

Two year PLAN of STUDY

Summer	Hours	Fall	Hours	Spring	Hours
		<i>Apply to the major by October 1</i>		<i>If admitted, take...</i>	
		RTV 3007 - Dev. & Struct. Elect. Media	3	RTV 3531 - Principles of Videography	3
		RTV 3511- Production Fundamentals	3	RTV 3570C - Principles of Post Production	3
		RTV 4403 - Elect. Media Tech. & Society	3	RTV 2100 - Writing for Media	3
		Elective - Minor (Liberal Arts)	3	Elective - Minor (Liberal Arts)	3
		**Foreign Language	4	**Foreign Language	4
		Total Credit Hours:	16	Total Credit Hours:	16
Elective - Minor (Liberal Arts)	3	Restricted Elective - Track Specific	3	Restricted Elective - Track Specific	4
Elective - Minor (Liberal Arts)	3	Restricted Elective - Track Specific	3	Restricted Elective - Track Specific	3
Restricted Elective - Internship	3	Restricted Elective - Track Specific	3	Restricted Elective - Track Specific	3
		Elective - Minor (Liberal Arts)	3	MMC 3420 - Mass Media Research	3
		Elective - Minor (Liberal Arts)	3	Elective - Minor (Liberal Arts)	3
Total Credit Hours:	9	Total Credit Hours:	15	Total Credit Hours:	16

Four year PLAN of STUDY

Summer	Hours	Fall	Hours	Spring	Hours
		ENC 1101 - English Composition I - must earn a "B" or better	3	ENC 1102 - English Composition II - must earn a "B" or better	3
		MGF 1107 - Explorations in Math	3	SPC 1608 - Speech	3
		AMH 2010 - US History (GEP - Historical/Cultural Foundation)	3	CGS 1060C (Intro to Computer Science) or STA 2014C (Principles of Statistics)	3
		Foreign Language	4	Foreign Language	4
Total Credit Hours:		Total Credit Hours:	13	Total Credit Hours:	13
				Apply for admission by February 1	
		POS 2041 - US Govt. (GEP Social Science)	3	RTV 3007 - Dev. & Structure of Elect. Media	3
		GEP - Science	3	GEP - Science	3
		GEP - Cultural/Historical Foundation - Gordon Rule	3	GEP - Historical/Cultural Foundation	3
		GEP - Social Science Foundation	3	Elective - Minor	3
		Elective - Minor	3	Elective - Minor	3
Total Credit Hours:		Total Credit Hours:	15	Total Credit Hours:	15
		If admitted, take...			
		RTV 3511 - Production Fundamentals	3	RTV 3531 - Principles of Videography	3
		RTV 2100 - Writing for Elect. Media	3	RTV 3570C - Principles of Post Production	3
		MMC 3200 - Mass Comm. Law	3	Restricted Elective - Track Specific	3
		Elective - Minor	3	Elective - Minor	3
		Elective - outside of NSC	3	Elective - outside of NSC	3
Total Credit Hours:		Total Credit Hours:	15	Total Credit Hours:	15
Restricted Elective - Track Specific Internship	3	RTV 4403 - Elect. Media Tech. & Society	3	Restricted Elective - Track Specific	3
Elective - outside of NSC	3	MMC 3420 - Mass Media Research Methods	3	Restricted Elective - Track Specific	3
Elective - outside of NSC	3	Restricted Elective - Track Specific	3	Restricted Elective - Track Specific	3
		Elective - Minor	4	Elective - outside of NSC	3
Total Credit Hours:	9	Total Credit Hours:	13	Total Credit Hours:	12