Commercial and Artistic Production Technologies

Broadcasting Production Technology
Credential: Associate in Applied Science Degree in Broadcasting Production Technology A30120

Students enrolled in the Broadcasting Production Technology curriculum will develop professional skills in radio, television, audio, video, and related applications.

Training emphasizes speech, script writing, production planning, editing, and post production. Students - also study the development of the broadcasting industry, sales, ethics, law, marketing, and management. Hands-on training and teamwork approaches are essential to the instructional process.

Upon successful completion, students are prepared to enter broadcasting, production, and related industries in a variety of occupations.

Program Length: 6 semesters
Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology
Note: Associate in Applied Science students may begin with the Radio or the TV Production sequence.
Program Sites: Lee Campus - Day Program

Course Requirements for Broadcasting Production Technology Degree

1. General Education Requirements (15 SHC) C-L-SHC

Humanities/Fine Arts Requirement		3-0-3
Social/Behavioral Science Requirement		3-0-3
English; Take one course:		
ENG 110	Freshman Composition	3-0-3
ENG 111	Writing and Inquiry	3-0-3
Communications; Take one course		
ENG 112	Writing/Research in the Disciplines	3-0-3
ENG 114	Prof Research & Reporting	3-0-3
ENG 115	Oral Communication	3-0-3
ENG 116	Technical Report Writing	3-0-3
COM 110	Introduction to Communication	3-0-3
COM 120	Intro Interpersonal Com	3-0-3
COM 231	Public Speaking	3-0-3
Mathematics; Take one course:		
MAT 110	Math Measurement & Literacy	2-2-3
MAT 143	Quantitative Literacy	2-2-3

2. Major Requirements (13 SHC)

BPT 110	Introduction to Broadcasting	3-0-3
BPT 111	Broadcast Law and Ethics	3-0-3
BPT 112	Broadcast Writing	3-2-4
BPT 113	Broadcast Sales	3-0-3

3. Other Major Requirements (40 SHC)

BPT 121	Broadcast Speech I	2-3-3
BPT 122	Broadcast Speech II	2-3-3
BPT 131	Audio/Radio Production I	2-6-4
BPT 132	Audio/Radio Production II	2-6-4
BPT 135	Radio Performance I	0-6-2
BPT 210	Broadcast Management	3-0-3
BPT 215	Broadcast Programming	3-0-3
BPT 231	Video/TV Production I	2-6-4
BPT 232	Video/TV Production II	2-6-4
BPT 235	TV Performance I	0-6-2
BPT 250	Institutional Video	2-3-3
CIS 110	Introduction to Computers	2-2-3
WBL 111	Work-Based Learning I	0-10-1
Technical Elective; Take one course:		
BPT 236	TV Performance II	0-6-2
WBL 121	Work-Based Learning II	0-10-1
WEB 214	Social Media	2-2-3

4. Other Requirements (1 SHC)
Take one course:

ACA 122	College Transfer Success	1-0-1

Total Semester Hours Credit Required for Graduation: 69

Broadcasting Production Technology
Credential: Radio Broadcasting Production Technology Diploma D3012010

Students enrolled in the Radio Broadcasting Production Technology diploma curriculum will develop professional skills in radio, audio, and related applications. Training will emphasize speech, script writing, radio production planning, editing, and post production. Students will also study the development of the radio broadcasting industry, sales, ethics, law, marketing, and management. Hands-on training and teamwork approaches are essential to the instructional process.

Upon successful completion, students are prepared to enter radio broadcasting, production, and related industries in a variety of occupations. Credits earned in this program may be transferred toward an Associate in Applied Science Degree in Broadcasting Production Technology provided the student meets the entrance requirements for the degree program.

Program Length: 3 semesters
Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology (Higher entrance standards required); Diploma in Television Broadcasting Production Technology
Program Sites: Lee Campus - Day Program; Harnett Campus – Selected courses

Course Requirements for Radio Broadcasting Production Technology Diploma

1. General Education Academic Core (6 SHC)   C-L-SHC
English; Take one course:

ENG 110 Freshman Composition	3-0-3
ENG 111	Writing and Inquiry	3-0-3
Social/Behavioral Science Requirement	3-0-3

2. Major Requirements (13 SHC)

BPT 110	Introduction to Broadcasting	3-0-3
BPT 111	Broadcast Law and Ethics	3-0-3
BPT 112	Broadcast Writing	3-2-4
BPT 113	Broadcast Sales	3-0-3

3. Other Major Requirements (17 SHC)

BPT 121	Broadcast Speech I	2-3-3
BPT 122	Broadcast Speech II	2-3-3
BPT 131	Audio/Radio Production I	2-6-4
BPT 132	Audio/Radio Production II	2-6-4
BPT 135	Radio Performance I	0-6-2
WBL 111	Work-Based Learning I	0-10-1

4. Other Requirements (1 SHC)
Take one course:

ACA 122	College Transfer Success	1-0-1

Total Semester Hours Credit Required for Graduation: 37

Broadcasting Production Technology Credential: Television Broadcasting Production Technology Diploma D3012020

Students enrolled in the Television Broadcasting Production Technology diploma curriculum develop professional skills in television and video production, and related applications. Training emphasizes speech, script writing, television production planning, editing, and post production. Students also study the development of the television broadcasting industry, sales, ethics, law, marketing, and management. Hands-on training and teamwork approaches are essential to the instructional process.

Upon successful completion, students are prepared to enter television and video production and related industries in a variety of occupations. Credits earned in this program may be transferred toward an Associate Degree in Broadcasting Production Technology provided the student meets the entrance requirements for the degree program.

Program Length: 3 semesters
Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology (Higher entrance standards required); Diploma in Radio Broadcasting Production Technology.
Program Sites: Lee Campus - Day Program

Course Requirements for Television Broadcasting Production Technology Diploma

1. General Education Requirements (6 SHC)   C-L-SHC
English; Take one course:

ENG 110	Freshman Composition	3-0-3

ENG 111	Writing and Inquiry	3-0-3
Social/Behavioral Science Requirement	3-0-3

2. Major Requirements (13 SHC)

BPT 110	Introduction to Broadcasting	3-0-3
BPT 111	Broadcast Law and Ethics	3-0-3
BPT 112	Broadcast Writing	3-2-4
BPT 113	Broadcast Sales	3-0-3

3. Other Major Requirements (17 SHC)

BPT 121	Broadcast Speech I	2-3-3
BPT 122	Broadcast Speech II	2-3-3
BPT 231	Video/TV Production I	2-6-4
BPT 232	Video/TV Production II	2-6-4
BPT 235	TV Performance I	0-6-2
Electives; Take one course:		
BPT 236	TV Performance II	0-6-2
WBL 121	Work-Based Learning II	0-10-1

4. Other Requirements (1 SHC)
Take one course:

ACA 122	College Transfer Success	1-0-1

Total Semester Hours Credit Required for Graduation: 37

Broadcast Production Technology Credential: Audio/Radio Production Certificate C3012010

This certificate program is designed for individuals interested in development, production, and presentation of audio programming elements for broadcast and/or other electronic media applications. Emphasis is placed on the proper operation of professional audio equipment, related software, and perceptual effects of sound. Upon completion, students should be able to correctly operate audio recording and playback equipment, operate the college radio station , and show improvement and aptitude in proper articulation and pronunciation.

Program Length: 2 semesters
Program Sites: Lee Main Campus – Day Program

Course requirements for Audio/Radio Production Certificate:

1. Other Major Requirements (14 SHC)   C-L-SHC

BPT 121	Broadcast Speech I	2-3-3
BPT 122	Broadcast Speech II	2-3-3
BPT 131	Audio/Radio Production I	2-6-4
BPT 132	Audio/Radio Production II	2-6-4

Total Semester Hours Credit Required: 14

Broadcast Production Technology
Credential: Video/TV Production Certificate
C3012020

This certificate program is designed for individuals interested in film, video, shot composition, lighting, production planning, scripting, editing, and operation of video and television production equipment and related software for broadcast and/or other electronic media applications. Emphasis is placed on techniques followed in producing all forms of video and television production. Upon completion students should be able to produce basic video and television productions in a team environment, operate the college television studio and/or cable channels, and show improvement and aptitude in proper articulation and pronunciation.

Program Length: 2 semesters
Program Site: Lee Main Campus – Day Program

Course requirements for Video/TV Production Certificate:

1. Other Major Requirements (16 SHC)		C-L-SHC
BPT 121	Broadcast Speech I	2-3-3
BPT 122	Broadcast Speech II	2-3-3
BPT 231	Video/TV Production I	2-6-4
BPT 232	Video/TV Production II	2-6-4
BPT 235	TV Performance I	0-6-2

Total Semester Hours Credit Required for Graduation: 16

Broadcast Production Technology
Credential: Podcasting & Digital Audio Production Certificate
C3012030

This certificate program is designed for individuals interested in development, production, and presentation of audio programming elements for podcasts, broadcast and/or other electronic media applications, in addition to social media for organizations. Emphasis is placed on the proper operation of professional audio equipment, related software, and the utilization of popular social media platforms. Upon completion, students should be able to correctly operate audio recording and playback equipment, show improvement and aptitude in proper articulation and pronunciation, plus work with social marketing and media analytics tools.

Program Length: 2 semesters
Program Sites: Lee Main Campus – Day Program, Selected courses; Harnett Campus – Day Program, Selected courses

Course requirements for Podcasting & Digital Audio Production Certificate:

1. Major Requirement (3 SHC)		C-L-SHC
BPT 110	Introduction to Broadcasting	3-0-3

2. Other Major Requirements (11 SHC)		
BPT 131	Audio/Radio Production I	2-6-4
BPT 132	Audio/Radio Production II	2-6-4
WEB 214	Social Media	2-2-3

Total Semester Hours Credit required for graduation: 14