The Broadcast communications major prepares students for jobs in radio, television and several other careers related to electronic media. Professionals in the field are involved in media production in a variety of ways, including news anchoring, investigative reporting, production, and/or promotion, advertisement and sales.

Broadcast communications majors at Pitt-Bradford receive hands-on training through use of the all-digital television studio, HDTB field equipment and a digital radio facility. Students work with the latest video production gear, audio editing systems and a fully equipped audio production booth.

Required Skills:
- Interviewing
- Motivating Others
- Conflict Resolution
- Customer Service
- Leading, Coordinating
- Teambuilding
- Decision Making
- Negotiating
- Problem Solving
- Innovating

Possible Employers:
- Television Station
- Radio Station
- Cable Company
- Video Production House
- Motion Picture Studio
- Sports Team
- Publishing Company
- College or University
- Advertising Agency

Professional Organizations:
- National Association of Broadcasters
- Pennsylvania Association of Broadcasters
- Newslab
- Association for Women in Communication

Find out more about careers in accounting at:
- Broadcast Media & Journalism Career Guide
- Occupational Outlook Handbook
- National Alliance of State Broadcasters Association
- Career Services

to www.nab.org
www.pab.org
www.newslab.org
www.womcom.org
www.khake.com
www.bls.gov/oco/eg/cgs017.htm
www.careerpage.org
www.upb.pitt.edu/career/
# Broadcast Communications (BA) – Curriculum Guide

**Student Name:**

**Advisor:**

## GENERAL EDUCATION REQUIREMENTS

### COMPETENCIES

*Minimum grade of C- required in all competencies*

- **FS 0102 Freshman Seminar**
  - (if transferring in fewer than 18 credits)

### Writing

- **ENG 0101 English Composition I**
- **ENG 0102 English Composition II**

### Mathematics

- **MATH 0098 College Algebra II or Higher**

## THE HUMAN EXPERIENCE

- Students are required to complete two courses designated as “Global”

## ARTS & LETTERS

(ONE course MUST be literature; ONE course MUST be a creative, fine or performing Arts course)

- Literature
- Art
- Literature, Arts, Language

## BEHAVIORAL, ECONOMIC, & POLITICAL SCIENCES

(Two different categories must be represented)

- (See Major)
- (See Major)

## HISTORY, CULTURES, & PHILOSOPHICAL INQUIRY

(ONE course MUST be History, and ONE course must be Cultures or Philosophical Inquiry)

- **HIST**

## PHYSICAL, LIFE, & COMPUTATIONAL SCIENCES

(ONE course must be a Physical Science, ONE must be a Life Science and ONE must include a lab)

- Physical Science
- Life Science
- Physical, Life or Computational Science
- Lab

## PHYSICAL EDUCATION

- **PEDC**

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### REQUIRED MAJOR COURSES

- **COMM 0101** Introduction to Human Communication *GE OR COMM 0104** Public Speaking (3)
- **COMM 0102** Survey of Broadcasting (3)
- **COMM 0103** Broadcast Journalism (3)
- **COMM 0201** The Mass Media and Society (3) *GE
- **COMM 0202** Radio Production Workshop (4)
- **COMM 0203** Introduction to Television Production (4)
- **COMM 0210** Social Media Communication (3) *GE
- **COMM 1301** Advanced Television Production (4)
- **COMM 1302** Media Advertising (3)
- **COMM 1401** Broadcast Programming and Management (3)
- **COMM 1403** Current Issues in Mass Media (3)
- **COMM 1451** Capstone: Communications (3)

### REQUIRED MINOR (15-21 CREDIT HOURS)

Note: Transfer students who have earned a previous degree, or Pitt-Bradford students with a second major, do not need to complete a minor

- *MATH 0098 does not meet the mathematics competency

At the Pittsburgh campus

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### According to your Degree Progress Report in MY.PITT.EDU

upon successful completion of the current term:

- You will have EARNED ________ credit hours
- You NEED a minimum of ________ for 120 credit hours required for graduation. Additional courses may be necessary to meet the minimum curricular requirements.
- You will have earned ________ credit hours of Upper Level course work.
- You NEED ________ for the 30 credit hours required for graduation.

**NOTE:** This guide is unofficial. Completing the requirements on this sheet does NOT guarantee degree completion. Official degree completion information can be found in MY.PITT.EDU. Contact your Faculty Advisor and/or the Registrar’s Office with questions or concerns.