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
Broadcast Communications (BA) – Curriculum Guide

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

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 (GE 3)
☐ 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

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.