

RADIO/TELEVISION/FILM

Radio/Television/Film

Student Learning Outcomes

Graduates with a **Concentration in Radio-Television-Film** will be able to:

1. Apply technical and creative industry standards for on-air talent, writing, producing, programming, production, research, and station management.
2. Demonstrate competencies in film producing including obtaining property rights, working with screenwriters, using budgeting and scheduling software to manage film projects, and developing industry informed film marketing strategies.
3. Apply technical, conceptual, and aesthetic elements of picture and sound editing using non-linear editing skills and practices.
4. Demonstrate technical and creative television storytelling to include writing, assembling video packages, production (studio, mobile and field production), editing, visual effects, lighting, audio, and high definition digital production.
5. Provide training in audio, visual, and new media production to support on-air broadcast journalism.

Radio/Television/Film Concentration

Required Courses for the Radio/Television/Film Concentration

(In addition to the MMA Major Core Courses)

Please note that the 400-level required courses relate to your interest within the R/TV/F concentration. For example, if you are interested in film, then you would take the two required 400-level courses in film i.e. CMMA 479 Cinematography I and CMMA 480 Cinematography II. If you are interested in radio, then you would take the two required 400-level courses in radio i.e. CMMA 475 Radio Prog and Production I and CMMA 476 Radio Prog & Production II. You must take two parts of the SAME course to meet the requirement i.e. Cinematography I and Cinematography II.

Code	Title	Hours
Radio/TV/Film Concentration		
CMMA 305	Afr Amer Images in the Media	3
CMMA 306	History & Criticism of Film	3
CMMA 308	Introduction to Radio/TV/Film	3
CMMA 348	Fundamentals of TV Production	3
CMMA 487	Media Arts Studies	3
Take one sequence in your area of interest:		6
CMMA 475 & CMMA 476	Radio Prog and Production I and Radio Prog & Production II	3
CMMA 477 & CMMA 478	Video Producing & Directing I and Video Producing & Directing II	3
CMMA 479 & CMMA 480	Cinematography I and Cinematography II	3
Total Hours		21

Code	Title	Hours
Radio/Television/Film Concentration Cognate Courses		
CBUS 209	Acctg for Non-Business Students	3
CSCJ 215	Intro. to Sociology	3

or CSCJ 218	Contemporary Social Problems	
CPSC 219	American Govern & Politics	3
or CPSC 221	State & Local Government	
CENG 311	Adv Grammar & Composition	3
CHIS 319	African Amer History to 1865	3
CHIS 320	African Amer Hist Since 1865	3
CBUS 380	Entrepreneurial Thinking	3
or CECO 250	Principles of Economics	
CENG 201	Intro to World Literature I	3
or CENG 202	Intro to World Literature II	
CFLX	Foreign Language Requirement I	3
CFLX	Foreign Language Requirement II	3

Total Hours **30**

Radio/Television/Film Concentrators must take the following number of Free Elective hours: 15 Credits.

CXXX General Electives (200-499 level or above) – (15 Credits)

Mass Media, B.A., with Radio/Television/Film Concentration

Course	Title	Hours
First Year		
First Semester		
CXXX	Natural Science Requirement (Area C)	3
CENG 105	College Composition I (Area D)	3
CGED 100	First Year Seminar	1
CMAT 104	Finite Mathematics (Area C)	3
CSTA 101	Fundamentals of Speech (Area D)	3
CXXX	Social/Behavioral Sciences Requirement (Area B)	3

Hours **16**

Second Semester		
CXXX	Financial/Technological Requirement (Area E)	3
CENG 106	College Composition II (Area D)	3
CGED 101	1st-Year Seminar	1
CMAT 105	Pre-Calculus I (Area C)	3
CXXX	Humanities Requirement (Area A)	3
Free Elective ¹		3

Hours **16**

Second Year		
First Semester		
CFLX	Foreign Language Requirement I	3
CMMA 200	News Writing	3
CMMA 201	Survey of Media & Society	3
CENG 311	Adv Grammar & Composition	3
CXXX	Humanities Requirement (Area A)	3

Hours **15**

Second Semester		
CFLX	Foreign Language Requirement II	3
CENG 201	Intro to World Literature I	3
or CENG 202	or Intro to World Literature II	

CMMA 203	Multimedia Writing & Reporting	3
CBUS 120 or CBUS 209	Intro to Business Administrati or Acctg for Non-Business Students	3
CMMA 306	History & Criticism of Film	3
Hours		15

Third Year**First Semester**

CMMA 308	Introduction to Radio/TV/Film	3
CMMA 315	Mass Communication Research	3
Free Elective ¹		3
CSCJ 215 or CSCJ 218	Intro. to Sociology or Contemporary Social Problems	3
CHIS 319	African Amer History to 1865	3
Hours		15

Second Semester

CMMA 348	Fundamentals of TV Production	3
CMMA 305	Afr Amer Images in the Media	3
CPSC 219 or CPSC 221	American Govern & Politics or State & Local Government	3
ECON 250 or CBUS 380	or Entrepreneurial Thinking	3
CHIS 320	African Amer Hist Since 1865	3
Hours		15

Fourth Year**First Semester**

Select one of the following:		3
CMMA 475	Radio Prog and Production I	
CMMA 477	Video Producing & Directing I	
CMMA 479	Cinematography I	
CMMA 422	Philosophy & Ethics Mass Comm	3
CMMA 425	Communication Law	3
CXXX	Humanities Requirement (Area A)	3
CMMA 487	Media Arts Studies (Section in area of interest)	3
Hours		15

Second Semester

Select one of the following:		3
CMMA 476	Radio Prog & Production II	
CMMA 478	Video Producing & Directing II	
CMMA 480	Cinematography II	
CMMA 490	Media Seminar (Section in area of interest)	3
Free Elective ¹		3
Free Elective ¹		3
Free Elective ¹		3
Hours		15
Total Hours		122

¹ Free Electives should be chosen in consultation with the advisor depending on the choice of minor or stackable credentials.