

**Program Planning Guide**  
**Broadcasting Production Technology, Certificate in Audio/Radio Production and Performance (C3012010)**

Program Length: Two semesters beginning fall.

Career Pathway Options: Associate in Applied Science Degree in Broadcasting Production Technology and/or Diploma in Radio Broadcasting Production Technology (Higher entrance standards required).

Program Sites: Lee Main Campus - Day Program

Suggested Course Schedule:	Class	HOURS		Credit	Grade	Semester	Notes
		Lab					
1st Semester (Fall)							
BPT 121	Broadcast Speech I	2	3	3			
BPT 131	Audio/Radio Production I	2	6	4			
		4	9	7			
2nd Semester (Spring)							
WEB 214	Social Media	2	3	3			
BPT 132	Audio/Radio Production II	2	6	4			
		4	9	7			

Total Semester Hours Credit: 14

**Course Descriptions:**

**BPT 121 Broadcast Speech I 2-3-3**

This course covers basic preparation and performance of on-air talents' speaking quality. Emphasis is placed on developing a pleasant and efficient voice with techniques applied to taped news, features, commercial copy, and announcing. Upon completion, students should be able to show improvement and aptitude in proper articulation, pronunciation, rate of delivery, pitch, breathing techniques, inflection, projection, and phrasing.

**WEB 214 Social Media 2-2-3**

This course introduces students to social media for organizations. Topics include social media, marketing strategy, brand presence, blogging, social media analytics and technical writing. Upon completion, students should be able to utilize popular social media platforms as part of a marketing strategy, and work with social media analytics tools.

**BPT 131 Audio/Radio Production I 2-6-4**

This course covers the creation, 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 and the study of basic physical behavior and perceptual effects of sound. Upon completion, students should be able to correctly operate audio recording and playback equipment and demonstrate an understanding of the basic components of sound.

**BPT 132 Audio/Radio Production II 2-6-4**

*Prerequisite: BPT 131*

This course covers the use of advanced audio production techniques in broadcast and/or other electronic media applications. Topics include basic audio signal processing equipment and analog and digital professional audio recording and playback equipment. Upon completion, students should be able to optimize the use of professional audio equipment in the production of effective audio programming.