

BROADCAST & PRODUCTION – An Option to Digital Mass Media

Kean-Ocean Suggested Curriculum BA Communication PR

Courses in Bold are essential for transfer

Digital Mass Media – Option in Broadcast/Production- A.A. Degree Program Effective

Catalog Year: 2020-2021

Program Code: CIP Code:

The A.A. degree in Digital Mass Media offers students the first two years of courses and fieldwork which allow students to transfer into a baccalaureate program or to seek immediate employment. The program prepares for a variety of production or writing positions at newspapers and magazines (print and online), radio and television stations (and their associated Web sites), cable systems, video production companies and other production facilities. The program also prepares students for careers as publicity writers for public relations firms, advertising agencies, businesses, and organizations. The curriculum gives students hands-on writing, production, and programming experience at the College radio station, television station, video editing/post production lab, literary magazine, and the print and online versions of the college newspaper. Students also gain experience in blogs, podcasts and other new media used by both professional and citizen journalists.

FIRST SEMESTER		
ENGL 151	English I	3 cr.
MATH 151	Survey of Mathematics or higher	3 cr.
COEM 120	Television Studio Production	3 cr.
COMM 151	Media Writing I	3 cr.
COMM 154	Fundamentals of Public Speaking	3 cr.
STSC 150	Student Success Seminar	2 cr.
		17 cr.
SECOND SEMESTER		
ENGL 152	English II	3 cr.
COEM 220	Video Location Production	3 cr.
GHIS	Any History course from the list of Approved General Education Courses.	3 cr.
Literature	Literature course from the Humanities General Education Courses.	3 cr.
GSCL	Any Lab Science course from the list of Approved General Education Courses.	4 cr.
		16 cr.
THIRD SEMESTER		
GDIV	Any Diversity course from the list of Approved General Education Courses.	3 cr.
GHIS	Any History course from the list of Approved General Education Courses.	3 cr.
GHUM	Any Humanities course from the list of Approved General Education Courses.	3 cr.
GSCL	Any Lab Science course from the list of Approved General Education Courses.	4 cr.
GSOC	Any Social Science course from the list of Approved General Education Courses.	3 cr.

BROADCAST & PRODUCTION – An Option to Digital Mass Media

		16 cr.
FOURTH SEMESTER		
COEM 284	Broadcast News Production	3 cr.
GHUM	Any Humanities course from the list of Approved General Education Courses.	3 cr.
GSOC	Any Social Science course from the list of Approved General Education Courses.	3 cr.
CSIT 110	Introduction to Computers (preferred)	3 cr.
		12 cr.
Total Credits: 61 cr.		
Notes:		
<p>* Students must select one math course, one lab science course, and one technology course and complete the 12-credit requirement with any additional math or science course from the list of Approved General Education Courses. Students may attempt to “test out” of the technology requirement. If they succeed, they must take an additional course in math or science from the List of Approved General Education Courses.</p>		

Board of Trustees Approval Date: September 26, 2005
 Board of Trustees Approval Date: May 22, 2006
 Board of Trustees Approval Date: August 27, 2007
 Board of Trustees Approval Date: November 5, 2007
 Board of Trustees Approval Date: December 1, 2008
 Board of Trustees Approval Date: January 25, 2010
 Board of Trustees Approval Date: December 6, 2010
 Board of Trustees Approval Date: August 22, 2011
 Board of Trustees Approval Date: May 28, 2013
 Board of Trustees Approval Date: January 27, 2014
 Board of Trustees Approval Date: January 24, 2019
 Board of Trustees Approval Date: May 30, 2019