

BROADCAST COMMUNICATIONS

Credentials

Broadcast Communications AAS degree 60–62 cr.

Major Description

The broadcast arts are fast-paced and ever-changing. Where will you land—television, the radio, or online? Will be you be a reporter, director, web producer, video editor, or sound engineer?

Whatever your career destination, you'll benefit from a unique partnership between Schoolcraft and the Specs Howard School of Broadcast Arts leading to an industry-recognized associate degree in broadcast communications.

- Start the program at either school.
- Spend a year at the Specs Howard studios in Southfield honing your skills and earning credits toward your degree.
- Earn the balance of your credits at Schoolcraft.
- Get hands-on experience through Schoolcraft's Video Production Club, working broadcasts of Plymouth Whalers hockey games, Schoolcraft College athletics, and community events.
- Join the ranks of program graduates who have found work at local and national radio and television stations and in the film and television industries.

Job Titles & Median Salaries or Hourly Rates

- Announcer: \$27,010 (national)
- Newscaster: \$36,000 (national)
- Audio and Video Editors: \$45,489 (national)
- Broadcasting/Sound Technicians: \$39,873 (national)

Broadcast Communications AAS Degree

Students will develop the skills necessary to function as entry-level employees in radio, television, cable television or industrial television settings. The sixty-hour program is articulated with the Specs Howard School (SHS) of Broadcast Arts, Inc. located in Southfield, Michigan. Fifteen credit hours are awarded for completion of the SHS certificate program and the remaining credit hours are taken at Schoolcraft.

All courses are not offered each semester. Students should work with an academic advisor or counselor to develop a schedule that will work for them. The program can begin at either school. Students who satisfactorily complete all college and program requirements qualify for an associate in applied science degree.

Specs Howard School of Media Arts

Approved Articulation Credit15

Total Credits 15

SCHOOLCRAFT COLLEGE College Requirements

Students are encouraged to take their college requirements early in their program. However, these courses are not required before beginning program courses.

SAMPLE SCHEDULE OF COURSES

First Year—Fall Semester

| | | |
|-------------|---|-----|
| Mathematics | Select 1 | 3–4 |
| MATH 101 | Business Mathematics | |
| MATH 113 | Intermediate Algebra for College Students | |
| BUS 101 | Introduction to Business..... | 3 |
| COMA 103 | Fundamentals of Speech | 3 |
| ENG 101 | English Composition 1 | 3 |
| THEA 208 | Acting 1 | 3 |

Total Credits 15–16

First Year—Winter Semester

| | | |
|-----------|---|---|
| CIS 105 | Computer Orientation..... | 1 |
| COMA 201 | Discussion..... | 3 |
| GEOG 135 | Earth Systems | 4 |
| PSYCH 201 | Introductory Psychology..... | 4 |
| THEA 241* | Oral Interpretation of Literature | 3 |

Total Credits 15

Second Year—Fall Semester

| | | |
|------------|------------------------------------|-----|
| ENG 107 | Introduction to Journalism..... | 3 |
| GEOL 133 | Physical Geology..... | 4 |
| POLS 105 | Survey of American Government..... | 3 |
| SOC 201 | Principles of Sociology..... | 3 |
| Elective** | | 2–3 |

Total Credits 15–16

PROGRAM TOTAL 60–62 CREDITS

* *This class is offered on a rotational basis.*

Contact Liberal Arts office for current offerings.

** *Any 100- or 200-level course not previously taken.*

Students planning to transfer should check the transfer institution's requirements/guides or discuss their options with a counselor or advisor. Number of credits may vary depending on the course selection.