



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**INTRODUCTION TO BROADCASTING
MCM2726 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the Freshman or Sophomore year.

Catalog Description:

MCM 2726 - INTRODUCTION TO BROADCASTING (3 hrs)

The goal of this course is to help students understand the history and the advancements in the field of broadcasting, and to also help students understand what the field of broadcasting has to offer them (education, jobs, etc.). Through the application of the text and practical, hands-on approaches, students will not only learn about different methods and techniques in broadcasting, but will have the opportunity to produce their own projects.

Prerequisites:

None

Controlling Purpose:

A global understanding of broadcasting and its influences on both past and modern methods of communication is essential in this field. Emphasis will be on broadcasting's history, technology, regulation, business and creative practices and career opportunities.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for

taking more advanced work in the same field, but without any major handicap of inadequacy in his background.

- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: ELECTRONIC MEDIA

Outcomes: Upon completion of this unit, the students will be able to demonstrate a knowledge of electronic media.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Examine strengths and weaknesses of radio versus television as media.
						Compare and contrast the different radio and television formats.
						Identify how the emergence of electronic media has affected print media.
						Examine the development of the internet and its impact on other media.

UNIT 2 ELECTRONIC MEDIA OPERATIONS AND SERVICES

Outcomes: Upon completion of this unit, the students will be able to demonstrate an understanding of commercial operations and noncommercial services.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Examine radio and audio waves and their impact on operations/services.
						Compare and contrast broadcast stations, networks and cable program systems.
						Identify differences between digital and analog technology as it relates to radio and television.
						Identify and analyze advertising standards, investments, profits, and losses.
						Examine the progression from Educational Radio to "Public Broadcasting."

UNIT 3: PROGRAMMING

Outcomes: Upon completion of this unit, the students will be able to demonstrate a knowledge of programs and ratings.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Identify program types and strategies while examining the costs and effectiveness of each.
						Compare and contrast network and local scheduling strategies in both radio and television.
						Examine the collection, use and abuse of program ratings.
						Identify, as well as, compare and contrast the different types of programming audiences.

UNIT 4 ELECTRONIC MEDIA REGULATION, LICENSING AND LAW

Outcomes: Upon completion of this unit, the students will be able to demonstrate a knowledge of regulation and licensing, media ethics and constitutional laws.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Examine the Federal jurisdiction as it applies to radio, television and internet.
						Explore broadcast licensing, operations, renewal and enforcement.
						Identify constitutional issues such as the First Amendment, broadcasting's limited rights, and the First Amendment status of other electronic media.
						Compare and contrast political and public access as it relates to radio, television and other forms of electronic media.

Projects Required:

Conduct a ratings log

Produce 30-60 second commercial

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.