

BROADCASTING AND ELECTRONIC MEDIA, BACHELOR OF ARTS (B.A.)

Program Objectives

Graduates of the Broadcasting and Electronic Media program pursue careers in the media industry, as well as industrial and corporate video facilities, advertising agencies, and production houses. Students in the BEM Concentration must demonstrate excellence in their ability to produce, direct, write, perform, manage, and create commercials, public service announcements, sports programs, promotional videos, music videos, and entertainment programs for television, the Internet or other platforms. Students in the Film Techniques and Technology Concentration must demonstrate excellence in writing, visualizing, shooting, editing, and cinematic storytelling. Students in the Multimedia Journalism Concentration must demonstrate excellence in gathering information, writing, news production, and visual storytelling. Students will use cross-platform skills within journalistic standards and present news and commentary to a diverse audience. Students in the Documentary Film Production Concentration must demonstrate excellence in all aspects of Film Techniques and Technology and Multimedia Journalism. Our objectives are to train students for a variety of fields including traditional and emerging media, businesses and corporations, government public information, advocacy groups, and nonprofit organizations. They will develop an understanding of the meaning of First Amendment freedom in the United States, and the social, political, and ethical responsibilities they will have as professionals.

Program Requirements

CIP Code: 09.0702

Major

Code	Title	Hours
University Graduation Requirements		
General Education (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/)		36
<i>Student Success Seminar</i>		
Student Success Seminar (waived for transfers with 30+ hrs.)		3
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
Major Requirements		
<i>Core Courses</i>		
BEM 200	Mass Media and Society	3
BEM 202	Information Gathering	3
BEM 203	introduction to Media Writing	3
BEM 295	Video Production	4
BEM 325	Photojournalism	3
BEM 349	Applied Learning in Broadcasting	1
BEM 395	Video Production II	4
BEM 405	Media Law	3
BEM 415	Media Ethics	3
BEM 491	Senior Seminar	2
BEM 495	Video Production III	4

PUB 320	Design for Mass Media	3
Concentrations		
Students must select one of the following Concentrations:		15-34
Broadcasting and Electronic Media		
Multimedia Journalism		
Film Techniques & Technology		
Documentary Film Production		
<i>Free Electives</i>		
Choose from 11-27 hours of free electives		11-27
Total Hours		120

G Course also satisfies a General Education element. Hours are included within the 36 hr. General Education requirement above.

Broadcasting and Electronic Media Concentration

Code	Title	Hours
Concentration Courses		
BEM 300	Performance in Electronic	3
Choose from fifteen hours from BEM electives		15
Total Hours		18

Documentary Film Production Concentration

Code	Title	Hours
Concentration Courses		
BEM 300	Performance in Electronic	3
BEM 301	Multimedia Newswriting	3
BEM 302	Journalism Practicum	3
BEM 305	Storytelling & Feature Writing	3
BEM 350	Cinema History I	3
BEM 351	Cinema History II	3
BEM 352	Film Techniques & Technology	3
BEM 353	The Art and Craft of Screenwriting	3
BEM 370	Electronic Cinema Production	4
BEM 396	Motion Graphics	3
BEM 401	Multimedia Field Production	3
Total Hours		34

Film Techniques & Technology Concentration

Code	Title	Hours
Concentration Courses		
BEM 350	Cinema History I	3
BEM 351	Cinema History II	3
BEM 352	Film Techniques & Technology	3
BEM 353	The Art and Craft of Screenwriting	3
BEM 370	Electronic Cinema Production	4
BEM 396	Motion Graphics	3
Total Hours		19

Multimedia Journalism Concentration

Code	Title	Hours
Certification Courses		
BEM 300	Performance in Electronic	3
BEM 301	Multimedia Newswriting	3

BEM 302	Journalism Practicum ¹	3
BEM 305	Storytelling & Feature Writing	3
BEM 401	Multimedia Field Production	3
Total Hours		15

¹ Students are required to take a total of three credits of BEM 302 Journalism Practicum for the major. Students may take one credit per semester.