BROADCASTING AND ELECTRONIC MEDIA, BACHELOR OF ARTS WITH A CONCENTRATION IN MULTIMEDIA JOURNALISM (B.A.)

Program Objectives

Graduates of the Broadcasting and Electronic Media program pursue careers in the media industry, as well as in cable companies, 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 non-profit 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.

Broadcasting and Electronic Media Multimedia Journalism Concentration 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
Foundations of Learning		
Foundations of Learning (waived for transfers with 30+ hrs.)		3
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
Major Requirements		
Core Courses		
BEM 200	Mass Media and Society	3
BEM 202	Information Gathering	3
BEM 203	introduction to Media Writing	3
BEM 295	Video Production I	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:		
Broadcasting and Electronic Media		
Documentary Film Production		
Multimedia Journalism		15
Film Techniques & Technology		
Free Electives		
Choose from 30 hours of free electives		30
Total Hours		**120**

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

Multimedia Journalism Concentration

Code	Title	Hours
Certification Courses		
BEM 300	Performance in Electronic Media	3
BEM 301	Advanced Reporting	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.