

# Broadcasting/Digital Media

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## Associate of Applied Science Degree

### Offered at MCC (Code: MVBRD)

For students interested in broadcasting and digital media careers, the Broadcasting curriculum provides skills in radio, television, corporate video and creating digital content for the social media. The program combines classes, internships, and hands-on training with state-of-the-art equipment. These elements provide essential experience and knowledge in the Broadcasting and Digital Media field.

The program facilities include a large television studio, control room, radio studio, and edit suites. In addition the program houses a local cable TV station (McTV) that allows students to create content for television as well as content for the internet. Equipment in the program includes high definition video cameras, post production editing systems, TV switchers, audio consoles, and digital mixers.

There are two major emphases in the curriculum:

### Radio/Television

Students interested in radio or television broadcasting will get valuable training and experience in producing news content, and sports programming. Students will produce a local TV newscast and produce "live" multi-camera sports productions which include opportunities for announcing, directing, camera operation, computer graphics, and editing. Students will also write, produce, direct, and edit programs for radio and television using Marshalltown Community Television (McTV) and streaming radio broadcasts over the internet.

### Digital Media

The other emphasis in the program deals with Digital Media content. Students will produce audio and video content for the internet and social media sites. Students will also produce content for businesses and organizations as part of a "client approach" to learning. Students work with clients to produce content for the internet. Writing for the digital media is another important area in this discipline as students will learn the art of blogging and writing for a variety of social media industries.

### General Education

	Credit Hours
Communications (courses approved for AA)	9
Humanities (courses approved for AA)	6
Social/Behavioral Science (courses approved for AA)	6
Math (courses approved for AA)	3
Lab Science (courses approved for AA)	4
<b>Total</b>	<b>28</b>

### Program Requirements

CSC118	Computer Systems and Applications	3
JOU110	Introduction to Mass Media	3
MMS105	Audio Production	3
MMS126	Introduction to Digital Media	3
MMS127	Digital Film Production	3
MMS136	Writing for Digital Media	3
MMS147	TV Sports Production	1
MMS205	Advanced Audio Production	3
MMS207	Post Production Editing	1
MMS225	Advanced Television Production	3
MMS932	Internship	4
<b>Total</b>		<b>30</b>

### Program Electives (must select 6 credit hours)

ART184	Photography	3
CIS207	Fundamentals of Web Programming	3
DRA102	Elements of Theatre	3
DRA110	Introduction to Film	3
DRA130	Acting I	3
ENG221	Creative Writing	3
MKT110	Principles of Marketing	3
<b>Total</b>		<b>6</b>
<b>Total Required Hours</b>		<b>64</b>

