COMMUNICATION: MEDIA ARTS AND PRODUCTION
Program Code: F.MCB.AAS

Associate in Applied Science (A.A.S.)
Graduation requirement — 60 semester hours

Students preparing for careers in the media industry will find that the Media Arts and Production A.A.S. program curriculum prepares them for employment in small and medium market radio and TV stations as well as corporate communication and public relations offices. Because communication technology personnel must perform a variety of duties, this program stresses versatility. Communication courses offer students experience in live-audience and recorded speaking. Advertising and business courses involve students in other aspects of the communication industry. Audio, video, and Internet components are meshed with an understanding of the history and theory of development of the message. Students polish their skills by operating WPCD-FM, Parkland's 10,500-watt educational radio station, and filling production crew positions at PCTV, Parkland's educational cable access channel. Students should plan their Media Arts and Production A.A.S. degree program with a Communication faculty advisor.

For more information, see parkland.edu/communication.

Program Notes*
• Enrollment in COM 292 requires approval of the program director and sophomore standing.
• Concurrent enrollment in COM 141 and COM 140 recommended.
• Students who take MUS 161 may also want to consider taking MUS 162, Advanced Music Recording.

Suggested Full-time Sequence

FALL 1st Semester
COM 101
Elective
COM 141
ENG 101
COM 140

SPRING 2nd Semester
BUS 106
COM 200
COM 120
COM 142
COM 201
Soc/Beh Sci
or Hum/FA elective

FALL 3rd Semester
COM 105
COM 121
COM 144
THE 103
Soc/Beh Sci
or Hum/FA elective

SPRING 4th Semester
COM 106
COM 122
COM 145
COM 292
COM 293

Required Program Courses (42 hours) Cr. Hrs.
BUS 106 Business and Organizational Ethics ........... 3
COM 101 Introduction to Mass Communication .......... 3
COM 105 Basic News Writing .......................... 3
COM 121 Introduction to Advertising .................... 3
COM 122 Introduction to Public Relations ............... 3
COM 140* Voice and Diction ............................ 3
COM 141* Basic Broadcast Announcing .................. 3
COM 142 Introduction to Radio Production ............... 3
COM 144 Video Production I ............................ 3
COM 145 Video Production II ............................ 3
COM 201 Mass Media and Society ....................... 3
COM 292* Internship and Seminar ....................... 3
COM 293 Portfolio Seminar ............................. 3
MUS 161* Introduction to Music Recording .............. 3

Electives (3 hours)
Choose one of the following courses:
COM 106 Broadcast Writing .............................. 3
ART 128 Digital Photography ............................ 3
CIS 152 Web Design and Development I ................. 3
MUS 162 Advanced Music Recording .................... 3
MUS 168 Introduction to Music Business ................. 3

Required General Education Courses (15 hours)
ENG 101 Composition I .................................. 3
COM 200 Leadership and Small Group Communication or COM 120 Interpersonal Communication ........ 3
Social/Behavioral Science or Humanities/Fine Arts electives .................................. 6
THE 103 Performance of Literature .................... 3

Total Semester Credit Hours 60