Program: Radio-Television Broadcasting (A.A.S.)

	...Teach students how to create video and audio programming for a variety of media and audiences	...Provide students with sufficient background in theory and technique to discuss and apply principles of revenue streams in audio and video media through advertising, marketing and sales	...Cultivate students' ability to discuss development of the current state of media industries and future technology	Meets General Education Requirements	Meets Graduation Requirement
Program Goals *A goal of this program is to ...*					
ILO Reference To which ILO(s) do the PLO(s) link?	A B C D E	A B C D	A B C D	ABCDE	ABCDE
Program Learning Outcomes *Successful graduates from this program will be able to...*	Produce programming incorporating proper pre-production, production and post-production techniques	Utilize knowledge of marketing, advertising and sales to prepare a marketing and sales plan,	Identify, discuss and analyze current and emerging industry trends in content, technology and regulation.	---	---
Assessment Tools	Produce commercially viable programming in Advanced Audio (RT 253) or Advanced Video (RT 263) Production courses.	Correctly answer test questions relating to these topics in Intro to Electronic Media (RT 142) Successfully complete a sales presentation in Sales & Promotion in the Electronic Media (RT 222)	Correctly answer test questions relating to these topics in Intro to Electronic Media (RT 142) Successfully complete culminating activity in R-TV Senior Seminar (RT 233)	General Education Assessments	Graduation Rate Data
BU 141		I	A		X
BU 143		I			X
EN 111		I		X	X
EN 112		I	I/A	X	X
FS 100					X
HU 159	I	A	I/A		X
IS 115				X	X
RT 142		I	I/A		X
RT 145	I/A	A			X
RT 151	I/A		I/A		X
RT 222		I/A/P	A		X
RT 225	A/P	A	A		X
RT 233			P		X
RT 253	P	P	P		X
RT 263	P	P	P		X
RT 290			P		X
EN or HU elective x 3				X	X
Physical Ed activity x 2					X
Math elective				X	X
SS elective x 2				X	X
Science elective				X	X

Key:
X - Course outcomes assessments serve the PLO
I – Introductory Level Outcomes
A – Applied Level Outcomes
P – Proficiency Level Outcomes

ILOs – A. Communication, B. Knowledge Management, C. Problem Solving, D. Ethics & Social Responsibility, E. Aesthetic Responsiveness