

DIGITAL BROADCASTING

Overview

Degrees Offered: Program Certificate

Program Begins: Fall, Spring, Summer

Delivery Method: On Campus

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Description

Changes in the media world have shown that journalism students need training beyond the concentration of writing and reporting. The Bismarck State College Mass Communication program offers video and audio broadcast experience.

The degree plan provides background in the journalism/mass communication profession and conveys the importance and responsibility of presenting accurate information in the media. Courses focus on digital communication fundamentals as well as audio and video production.

The program offers hands-on professional experience working on BSC's student broadcast production MystiCast and the student radio station, The MYX.

Preparation

Students planning to study Digital Broadcasting should have an interest in the ability to communicate information obtained by observation and interview. Potential students should have curiosity about their world, an eye for detail, and a desire to learn by reading and talking to others. A background in writing, technology, business, and political science can be helpful. Experience with publications is also beneficial.

Requirements

Students who complete the curriculum requirements earn a program certificate, which can be applied toward an Associate in Applied Science Mass Communication Degree.

Career Opportunities

Careers in mass communication are diverse, and graduates will find employment in a variety of areas — print, broadcast, or electronic media; advertising, marketing, or public relations; government, law, or politics; health, energy, or environmental corporations.

Career Possibilities: journalist, editor, news correspondent, columnist, media specialist, public relations manager, media planner, broadcast producer, photographer, videographer, audio-visual technician, web/technical writer or designer, media personality such as a disc jockey, news reporter, or anchor.

Degree Plans

- Digital Broadcasting Program Certificate