

**Common Course Outline**  
**MCOM 130**  
**Electronic Media Programming**  
**3 Semester Hours**

**The Community College of Baltimore County**

**Description**

Electronic Media Programming

Covers the fundamental programming strategies for conveying information, ideas and values to target audiences. Emphasizes roles of management, advertisers, regulatory agencies, program producers and media consumers; focuses on the development and distribution of television and radio program formats and series.

**Overall Course Objectives**

Upon successfully completing this course, students will be able to:

1. Analyze programming strategies for commercial and noncommercial television stations, broadcast and cable networks, and radio stations.
2. Evaluate how programming decisions are made and explain the factors influencing those decisions.
3. Explain program format appeals and structures along with the fundamental considerations that are essential to successful program development.
4. Comparatively evaluate current radio and television program content.
5. Design a television and a radio program that demonstrates an understanding of program format appeals and structural elements.
6. Design a radio station programming format.
7. Analyze current trends and applications of programming theory.

**Major Topics**

Electronic Media and Society

Commercial vs. Public Television Programming

Commercial vs. Public Radio Programming

Program Acquisition

Entertainment Programming

New and Information Programming

Media Administration

The Relationship between Advertising and Programming  
Programming Management

Critical Television Viewing

Critical Radio Listening

### **Course Requirements**

Grading/exams: Grading procedures will be determined by the individual faculty member, but will include the following:

Prepare and present at least one proposed programming format for a commercial radio station.

At least one exam stressing key programming theory and terminology.

Prepare at least one script for a television program (entertainment).

### **Other Course Information**

This course is an elective designed for students who are considering careers in the electronic media industry.

The course may include guest lecturer visits from media professionals.