



Broadcasting, Telecommunications, and Mass Media  
 School of Communications and Theater  
 Temple University  
 Annenberg Hall, 011-00  
 Philadelphia, PA 19122

## TEMPLE UNIVERSITY



### Department of Broadcasting, Telecommunications, and Mass Media

## BTMM

Broadcasting Telecommunications Mass Media

#### WHERE KNOWLEDGE MEETS EXPERIENCE

The Broadcasting, Telecommunications and Mass Media Department (BTMM) offers students the opportunity to study media production and performance, media analysis, and media business and entrepreneurship in the context of rapidly changing and converging industries.

[WWW.TEMPLE.EDU/BTMM](http://WWW.TEMPLE.EDU/BTMM)



## ADMISSION & DEGREE REQUIREMENTS

Applicants for admission into the Broadcasting, Telecommunications and Mass Media undergraduate program will be considered directly from high school or as transfer students from other college programs. The BTMM department encourages applications from students with disabilities and learning differences.

Students enrolled in BTMM must complete a minimum of 126 semester hours of course work, including Temple University Core courses and the School of Communications and Theater requirements.

The department requires majors to complete a minimum of 40 semester hours. No more than 20 semester hours of transfer credits can be applied to the BTMM major.

The following courses must be taken during the student's first two years of majoring in BTMM:

- 1011 Mass Communication Theory
- 1021 Mass Media and Society
- 1041 Media in Everyday Life

In addition to the three courses listed above, the BTMM major must complete at least four (4) courses numbered 2000 or above, which can include the Advanced Writing course in the major.

The BTMM major must also take at least one of the following: BTMM 4785, BTMM 4506, BTMM 4597, or BTMM 4887; and BTMM 4039 (Senior Seminar). The student may take these courses after completing at least 60 semester hours toward graduation.



## APPLICATION & INFORMATION

For application and general information, contact: Temple University Admissions Office Philadelphia, PA 19122 (215) 204-7200

For tuition and financial aid, contact: Temple's Office of Financial Aid, (215) 204-1492

Dr. Jan Fernback, Chair  
 (215) 204-3041 • [fernback@temple.edu](mailto:fernback@temple.edu)

Bill Mooney, Assistant Chair  
 (215) 204-1884 • [bmooney@temple.edu](mailto:bmooney@temple.edu)

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BTMM Office, Room 205, Annenberg Hall Philadelphia, PA 19122-6080

## INTERNSHIP & SENIOR SEMINAR

Internships provide students with opportunities to work on the cutting edge of their field while obtaining course credit. The student complete the internship in Philadelphia or a city of their choice. Exciting opportunities include television and radio stations, networks, production houses, Web design firms, recording studios, ad agencies, ESPN, Comcast, MTV, NFL Films, Major League Baseball, QVC and many others.

Senior Seminar provides small group discussion about employment and career opportunities, resume writing, and interviewing techniques.



NEW MEDIA		PERFORMANCE		RELATED COURSES IN OTHER DEPARTMENTS		CAREER OPPORTUNITIES	
0821	The Future of Your Television	2701	Introduction to Television Production	GENERAL & STRATEGIC MGMT. Entrepreneurship 3501		TELEVISION & RADIO Advertising & Marketing	
1701	Introduction to Media Technology	2771	Introduction to Radio Production	HUMAN RESOURCE MANAGEMENT Managing People at Work 3502		Disc jockey	
2741	Introduction to Cybermedia	2721	Performance Techniques On-Air	COMPUTER & INFORMATION SCIENCE (CIS) Computers and Applications 1055		Editing	
2701	Introduction to Television Production	3721	Broadcast Performance	Programming for the WWW 1056		Music	
3196	Writing Workshop	4596	Broadcast Production Practicum	Program in C 1057		Programming	
3751	Intermediate Digital Audio	4728	Comedy Workshop	DANCE Movement, Sources & Concepts 1801		Promotion	
4696	Communication in Organizations			Movement as Medium		Reporter/ Anchor	
4252	Legal & Ethical Issues in New Media			ENGLISH Writing for Business and Industry 2596		Sales	
4703	Making Corporate & Multimedia Production			ELECTRICAL ENGINEERING TECHNOLOGY (EET) Intro to Electrical Engineering 1012		Sports	
4751	Advanced Digital Audio			Evolution of Modern Elect. Sys. 1014		Talk Show Host	
4890	Advanced Topics: Non-Linear Editing			FILM & MEDIA ARTS (FMA) Videography 2242		Web Master	
				Experimental Video & Multimedia 2451		Writer/ Producer	
				Film and Video Sound 4243		DOCUMENTARY & INDEPENDENT PRODUCTION Education	
				JOURNALISM Sports Writing 2251		Music	
				Broadcast Newswriting 2551		Public affairs	
				MARKETING Introduction to Marketing 2101		Recording Engineer	
				Info Mgmt. for E-commerce 3502		Science / Medicine	
				MUSIC STUDIES Introduction to Music 1761		Social Services	
				Music in Advertising and Marketing 2111		Sports	
				The Business of Music I 1118		EMERGING TECHNOLOGIES E-commerce	
				Computers in Music Applications 4711		Interactive Services	
				Sound Recording 4713		Multimedia Production	
				Sound Editing 4714		Telecommunications	
				Interactive Multimedia I 4663		Web Master/ Online consulting	
				Interactive Multimedia II 4664		CORPORATE TV & COMMUNICATIONS Banking/ Finance	
				PHYSICS Acoustics 1003		Food Services	
				Light, Art and Nature 1005		Healthcare	
				STRATEGIC & ORG. COMMUNICATION Public Speaking 1111		Pharmaceuticals	
				Argumentation 2222		Retail	
				Speechwriting 3234		CORPORATE COMMUNICATIONS & TRAINING Web-based / Multimedia Training	
				THEATER Acting for the Non-Major 1201		Corporate Television	
				Acting for Film and TV 3281		Meeting Planning	
						RESEARCH & CONSULTING Audience Research	
						Contract Negotiations	
						Management	
						Marketing	
						Media analysis	