

# WESTERN CAROLINA UNIVERSITY

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## B.S. in Communication/Broadcast Sales

### Don Connelly

**Head, Department of Communication**  
**Associate Professor of Communication**

**Office:** Old Student Union 109

**Office Hours:** M - W - F Noon to 2:00 pm

**Phone:** 828.227.3851

**Email:** [dconnelly@wcu.edu](mailto:dconnelly@wcu.edu)

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At their very core, every broadcast medium in the United States is first and foremost a business engaged in selling advertising. Those who wish to enter broadcast management are universally required by the industry to have a successful background in media sales. Additionally, many other media-related fields place a similar value on a sales background in the media.

The concentration is an interdisciplinary program drawing on courses from the broadcasting, entrepreneurship, marketing, and professional selling programs in the College of Arts and Sciences and the College of Business.

The concentration is designed to prepare students for a career in broadcast sales or a related media sales position. A unique feature of the concentration is professional certification. Western Carolina University is one of fewer than ten universities in the United States associated with the Radio Advertising Bureau (RAB). The RAB provides broadcast sales education and certification of broadcast sales people. Students who successfully complete the concentration will have earned the Radio Advertising Bureau certification of a Radio Marketing Professional.

Broadcasting markets are ranked in size from the largest to the smallest; New York is number one. One of the culminating goals/benchmarks for the broadcasting program in the Department of Communication is to have its graduates enter a top 100 ranked market upon graduation.

The Broadcast Sales concentration is open to any communication major or College of Business professional selling major in good standing. A minimum overall GPA of 2.5 is required for communication majors to enter the program. Communication majors must maintain a 2.5 overall GPA to remain in the program. Communication majors who receive a grade below a C in any course required for the degree must retake the class. Please see your advisor for more details.

Requirements for the B.S. Degree in Communication/Broadcast Sales

**Liberal Studies - University Required 42 hours**

### **Communication Core (required 26 hours):**

- Engl 401  
or  
Writing for Business (3)
- CIS 304
- CMCR 140 Introduction to Communication Media (3)
- CMCR 150 Interpersonal Communication (3)
- CMCR 250 Public Communication (3)
- CMCR 296 Introduction to Professional Development (1)
- CMCR 301 Writing for Communication Media (3)
- CMCR 350 Communication Theory (3)
- CMCR 365 Communications Ethics and Responsibilities (3)
- CMCR 483 Internship in Communications (3)
- CMCR 496 Seminar in Professional Development (1)

### **Broadcast Sales Concentration (required 27 hours):**

- CMPM 303 Advertising Writing (3)
- ENT 201 Introduction to Entrepreneurship (3)
- MKT 301 Principals of Marketing (3)
- MKT 306 Introduction to Professional Selling (3)
- MKT 310 Consultative Selling (3)
- MKT 409 Negotiations/Relationship Marketing (3)
- MKT 410 Sales Management and Negotiation (3)
- MKT 411 Marketing Strategy (3)
- BCST 458 Broadcast Sales and Promotion (3)

### **Broadcast Sales Concentration Electives (select 6 hours):**

- BCST 352 Writing for Broadcast (3)
- BCST 354 Radio Production I (3)
- BCST 355 Television Production I (3)
- BCST 457 Radio and Television Programming (3)
- BCST 493 Selected Topics in Broadcasting (3)
- MKT 302 Integrated Marketing Communications Strategy (3)
- MKT 403 Advertising Management (3)
- MKT 405 Business and Organizational Marketing (3)
- Or  
3 hours of advisor approved courses

### **General Electives (select 25 hours):**

A specific minor is not required for the broadcast sales concentration. While a student may elect to take a minor in a chosen field, many students choose to take their junior and senior elective course work in broadcasting, business, entrepreneurship, marketing, and the professional selling programs in the College of Arts and Sciences and the College of Business.

**Total hours required for the degree: 120**

### **Note:**

The above information is not an official listing of the course work required for the B.S. degree in Communications/Broadcast Sales. For an official listing of the required courses you should consult *The Record*, the official Western Carolina University catalog of courses.

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