

RADIO ARTS AND ENTERTAINMENT

FULL-TIME, DIPLOMA

bcit.ca/6110dipma



PROGRAM OVERVIEW

Storytelling. Production. Performance. These skills are in demand to produce, host, program, and manage the growing amount of content in today's digital world. Businesses of all kinds need to tell interesting, engaging, and effective stories to attract customers. These stories are presented via online and mobile content, podcasts, videos, commercials, news and sports coverage, media and public relations, and sales and marketing for all forms of media, whether it's radio, television, or online.

To give you the real-world skills and experience you need, BCIT has developed this intensive, job-focused, two-year program. You'll get invaluable hands-on experience with two practicums and work at the Evolution Podcast Network on SoundCloud, Evolution Video Network on YouTube and Vancouver's only Modern Adult Album Alternative/Indie Rock radio station, Evolution 107.9 FM.

You'll be successful in this program and career if you are:

- Flexible and a savvy problem solver
- Creative and work well in groups
- Energetic and outgoing
- People-smart and self-motivated

MORE INFORMATION

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CAREER OPPORTUNITIES

Some career opportunities for Radio Arts and Entertainment diploma grads include:

- On-Air Host
- Social Media Coordinator
- Marketing Coordinator
- Sales Representative
- Play-by-Play Announcer
- Reporter
- Technical Producer
- Voice-Over Talent
- Podcast Host and Producer
- Media Relations Coordinator
- Music Director
- Promotions Coordinator

EVOLUTION STORYTELLING COMPANY

Second year students produce audio, video, and written content for the Evolution Storytelling Company, which includes:

- Evolution 107.9, a CRTC-licensed FM radio station
- Evolution Podcast Network on SoundCloud
- Evolution Video Network on YouTube
- Evolution 1079.com website
- Evolution Facebook, Twitter, Instagram, and TikTok

PRACTICUM

In their final term of study, students participate in a five-week practicum. The students have completed most of their classroom requirements and have job-ready media skills to make an impact in several different workplaces across many industries. The practicum provides students with real-world exposure to businesses and gives them valuable work experience.

PROGRAM MATRIX

LEVEL ONE (15 weeks)		
Course No.	Course Name	Credits
BCST 1111	Media Performance 1	6.0
BCST 1113	Journalism 1	3.0
BCST 1320	Sound Design 1	2.0
BCST 1350	Policy, Regulation + Ethics in Society 1	3.0
BCST 3315	Documentary Production	2.0
COMM 1113	Business Communication 1	3.0
MDIA 2305	Online Design	4.0

LEVEL TWO (15 weeks plus 5 week practicum)		
Course No.	Course Name	Credits
BCST 1101	Media Technology Fundamentals 1	3.0
BCST 1180	Introduction to Video Editing	3.0
BCST 2209	Practicum 1	7.0
BCST 2211	Media Performance 2	4.0
BCST 2213	Journalism 2	3.0
COMM 2213	Business Communication 2	4.0
ORGB 2325	Organizational Behaviour	2.0

LEVEL THREE (15 weeks)		
Course No.	Course Name	Credits
BCST 1300	Advertising: Theory + Techniques	3.0
BCST 1310	Marketing Foundations	2.0
BCST 1380	Script Performance	2.0
BCST 2282	Advanced Video Editing	3.0
BCST 3310	Media Lab 1	15.0
BLAW 3300	Broadcast Law	3.0

LEVEL FOUR (15 weeks plus 4 week practicum)		
Course No.	Course Name	Credits
BCST 2214	Music + Media Business	2.0
BCST 2335	Marketing: Sales + Public Relations	3.0
BCST 3316	Career Development	2.0
BCST 4340	Social Media Research	2.0
BCST 4409	Practicum 2	7.0
BCST 4410	Media Lab 2	15.0
BUSA 1200	Business Concepts	3.0

Total Credits: 111.0