Bemidji State University

MASC 3110: Media Content Creation

A. COURSE DESCRIPTION

   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None

   You will be producing a weekly TV newscast from stories around campus and around the area. These programs will appear on KBSU-TV Channel 17, and FM90. Each week you'll be assigned a role within the production. This will be a collaborative class. Prerequisites: MASC 2250 and MASC 3251.

B. COURSE EFFECTIVE DATES:  08/27/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

   1. Content management for web-based and print-based media
   2. Media Writing
   3. Podcast Production
   4. News Production
   5. Journalistic Reporting
   6. Programming & Formatting

D. LEARNING OUTCOMES (General)

   1. gain real world experience in meeting the professional standards demanded by the media.
   2. gain practical experience highly valued when seeking a job.
   3. take responsibility for the successful day-to-day operation of a student-run media organization.
   4. gain team-building communication skills.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

   None

F. LEARNER OUTCOMES ASSESSMENT

   As noted on course syllabus

G. SPECIAL INFORMATION

   None noted