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