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