Bemidji State University

MASC 4312: Production Company

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

Build your resume and portfolio with practical experience working with real clients. Work collaboratively with community organizations and businesses to analyze needs, develop plans, and create media and marketing products. Prerequisite(s): MASC 2243, MASC 2250, MASC 3251.

B. COURSE EFFECTIVE DATES: 03/09/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Content creation and delivery
2. Media/creative content evaluation and critique
3. Standard media production process

D. LEARNING OUTCOMES (General)

1. evaluate and critique media/creative content holistically and in terms of the component parts - audio, video, editing, and/or design.
2. produce and deliver sophisticated media content to clients.
3. recognize and recall terms and concepts related to media production for clients.
4. use standard media production process to research, gather requirements, and propose creative content to community organization and local business clients.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted