Bemidji State University

MASC 4220: Multimedia Marketing

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: 0
   Lab Hours/Week: 0
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   This course focuses on reaching potential customers through the use of multimedia content marketing. Using video, photos, audio and text, you will learn content marketing strategies and how to create content that delivers information about your product or services to your target audience. Prerequisite(s): MASC 2243.

B. COURSE EFFECTIVE DATES: 08/15/2020 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. 1. Content Marketing
   2. 10. Shooting Video Sequences
   3. 11. Video Editing
   4. 12. Social Media Marketing
   5. 2. Elements of Storytelling
   6. 3. Audio Interviewing Basics
   7. 4. Audio Podcasting
   8. 5. WordPress
   9. 6. Photography
   10. 7. Photo Composition
   11. 8. Image Editing in Photoshop
   12. 9. Photographing Events

D. LEARNING OUTCOMES (General)
   1. understand content marketing concepts.
   2. learn basic storytelling techniques to create more engaging content.
   3. understand the strengths of each medium (audio, photos, video).
   4. learn to select the most effective medium for your purposes.
   5. learn basic photo, audio, and video editing using freeware.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus
G. SPECIAL INFORMATION

None noted