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 and senior status

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