

Bemidji State University

MASC 4350: Media Management

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Explores information theory and how all forms of media dissemination revolve around this concept. Emphasis on broadcasting operations and the study of departments within a management organization. Functionality, creativity, and control of new media. Relationships of media resources to the general public and government regulation. The primary role of sales and marketing to any form of media dissemination is explored in relation to the structure of the broadcasting business in general. This class contains a heavy writing and presentation element as well as trips to area broadcast stations. Prerequisite: MASC 2230.

B. COURSE EFFECTIVE DATES: 08/24/2009 - 08/21/2016

C. OUTLINE OF MAJOR CONTENT AREAS

None

D. LEARNING OUTCOMES (General)

None

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted