

Bemidji State University

MASC 4110: Media Research Methods

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Assists students in turning research questions into substantive research designs with understanding of the concepts involved. This course focuses on 1) survey of methods for investigating mass communication processes and effects; 2) practice of survey research, including planning, sampling, interviewing, and analysis of data; and 3) introduction to quantitative and qualitative research methods. Other goals are to develop a deeper appreciation of research strategies and decisions and to make students aware of the variety of available research and analysis techniques. Prerequisite: MASC 1840 and junior or senior status.

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