Bemidji State University

MASC 3470: Multimedia Marketing

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   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.

B. COURSE EFFECTIVE DATES: 08/21/2017 - Present

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