Bemidji State University

MASC 3110: Media Content Creation

A. COURSE DESCRIPTION

Credits: 1,2,3

Lecture Hours/Week: *.*

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Students gain practical skills by working with one of the student media organizations including the Northern Student, KBSU-TV and FM-90. Students may repeat this course since the area of focus may vary from section to section.

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

C. OUTLINE OF MAJOR CONTENT AREAS

1. 1. Content management for web-based and print-based media
2. 2. Media Writing
3. 3. Podcast Production
4. 4. News Production
5. 5. Journalistic Reporting
6. 6. Programming & Formatting

D. LEARNING OUTCOMES (General)

1. gain real world experience in meeting the professional standards demanded by the media.
2. gain practical experience highly valued when seeking a job.
3. take responsibility for the successful day-to-day operation of a student-run media organization.
4. gain team-building communication skills.

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted