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