## 1.1 Summary

### Modified Courses

1. **MASC 1840 Introduction to Media Writing (3 credits) to MASC 2850 Media Writing I**, description change

1. **MASC 2300 Independent Film (1 credit) to MASC 3300**

1. **MASC 2650 Social Media Marketing (3 credits) to MASC 3600**

1. **MASC 2700 Reporting and Writing (3 credits) to MASC 3720 Media Writing II**

1. **MASC 2760 Documentary Film (3 credits) to MASC 3670**

1. **MASC 3110 Media Workshop II (1 credit) to Media Content Creation (1-3 credits), description change**

1. **MASC 3270 Media Theory and Criticism (3 credits) to Media and Social Change, description change**

1. **MASC 3330 Audio/Video Studio Production (3 credits) to Performance and Production, description change**

1. **MASC 3470 Multimedia Marketing Communication (3 credits) to Multimedia Marketing**

### New Courses

1. **MASC 2250 Media Production (4 credits)**

1. **MASC 2780 Culmination (3 credits)**

1. **MASC 3030 News Team (3 credits)**

1. **MASC 4840 Portfolio (1 credit)**

### Course Drops

1. MASC 2110 Media Workshop I

1. MASC 2223 Audio Production

1. MASC 2233 Video Production

1. MASC 2900 Topics in Mass Communication

1. MASC 3310 Directing Visual Media

1. MASC 3760 Documentary Film Workshop

1. MASC 3970 Internship

1. MASC 4110 Capstone Preparation

1. MASC 4350 Media Economics and Leadership

1. MASC 4892 Capstone Project

### Program Modifications

1. MASC 16-17 Mass Communication, B.S. major

1. MASC 16-17 Marketing Communication, B.S. major

1. MASC 16-17 Mass Communication, B.S. minor
BSU Curriculum Forms

Form 1

Curriculum Modification Summary

College: College of Business
Department: Department of Mass Communication
Proposer: Virgil Bakken
Proposer’s position: Department Chair, Mass Communication

Describe the modification(s) you propose, and how it (they) will work to students’ advantage. (This description and explanation will be included in Curriculum Report packets forwarded to the Faculty Senate.):

The Department of Mass Communication proposes a revision of its B.S. degree in Mass Communication and minor revisions to its B.S. degree in Marketing Communication. This will accompany the creation of 4 courses and modification of 9 courses. These modifications are in response to a 5-year external program review advising the following program restructure:

- An orientation course for all students joining or interested in joining the major.
- A set of required skills courses essential for success in degree area and a career in mass communication or marketing communication.
- Concept courses in theoretical, critical and ethical practices in mass communication.
- Greater emphasis on career preparation through internship and professional portfolio building.

Modifications proposed (specify number of each):

- 9 Course Modification(s) (form 2)
- 4 New Course(s) (form 3)
- 10 Course Drop(s) (form 4)
- 3 Program Modification(s) (form 5)
- New Program(s) (form 6)
- Program Drop(s) (form 7)

The modifications affect (check):

- Liberal Education
- Undergraduate Curriculum
- Graduate Curriculum
- Teacher Licensure Program(s)
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
   Undergraduate: MASC 1840
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate: MASC 2850
   Graduate:

Current Course Title: Introduction to Media Writing
Proposed Course Title, if different: Media Writing I

Current Course Description: Applied aspects of techniques and styles of writing for mass media. Students should gain an understanding of elements common to all writing for the mass media and the differences among them. This course requires basic keyboarding skills.

Proposed Course Description, if different: You will learn the basics of media writing, how to craft good stories, and how to shape those stories to fit a variety of media, such as: news, marketing, public relations, broadcast, and social media.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate:
   Graduate:
Proposed Prerequisite(s), if different:
   Undergraduate:
   Graduate:

1) Reason(s) for change(s): These changes will clarify the purpose of the course and improve its connections to upper division classes.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes _____ If not, please drop the current course and submit a new course form for the modification.

3) Do these modifications change any of the following? For all Yes answers, please provide updated information on the next page.
   Student Learning Outcomes ______ No ______
   Major Content Areas ______ No ______
Projected Maximum Class Size (Cap _____  No _____)

4) Current Course fee(s) per student: $
for:
Proposed Course fee(s) per student, if different: $
for:

5) Service Areas:
This course is a requirement or an elective in the programs/areas listed below. To locate
where this course appears please search the online catalog, as follows:
a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent
catalog(s),
b) click on “Areas of Study, and Course Descriptions,”
c) click on “PDF of Entire Catalog” in upper right,
d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs: Mass Communication, B.S.; Marketing
Communication, B.S.; English B.A.--Writing Emphasis

Teacher Licensure programs:

Liberal Education:

The above “service area” programs/departments were notified of this modification
on English Department on 10/12/16 (date) by email (mail, email, or phone).

Please check one of the items below:

__X__ No comments were received from other programs or departments within one
week of the notification.

______ Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
   Undergraduate: MASC 2300
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate: MASC 3300
   Graduate:

Current Course Title: Independent Film
Proposed Course Title, if different:

Current Course Description: Two mandatory meetings (flexible--two hours each day) at the Headwaters Film Festival. This online course examines contemporary independent film -- techniques and aesthetics, history, and the business side -- funding models and distribution avenues.

Proposed Course Description, if different: Two mandatory meetings (flexible--two hours each day) at the Headwaters Film Festival on the Bemidji State campus OR online. This online course examines contemporary independent film -- techniques and aesthetics, history, and the business side -- funding models and distribution avenues.

Current Credits: 1
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: None
   Graduate:
Proposed Prerequisite(s), if different:
   Undergraduate:
   Graduate:

1) Reason(s) for change(s): The required work for this course is at the 3000 level. ALSO CHANGE CAP FROM 50 TO 30.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes _X___ No _____ If not, please drop the current course and submit a new course form for the modification.

3) Do these modifications change any of the following? For all Yes answers, please provide updated information on the next page.
Student Learning Outcomes  Yes ___  No _ X__
Major Content Areas  Yes _____  No _ X__
Projected Maximum Class Size (Cap)  Yes __X__  No _ ___

4) Current Course fee(s) per student: $
for:
Proposed Course fee(s) per student, if different: $
for:

5) Service Areas:
This course is a requirement or an elective in the programs/areas listed below. To locate
where this course appears please search the online catalog, as follows:
  a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent
catalog(s),
  b) click on “Areas of Study, and Course Descriptions,”
  c) click on “PDF of Entire Catalog” in upper right,
  d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:

Teacher Licensure programs:

Liberal Education:

The above “service area” programs/departments were notified of this modification
on _______ (date) by ____________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one
week of the notification.

______ Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
  Undergraduate: MASC 2650
  Graduate:  
Proposed Course Number(s), if different:
  Undergraduate: MASC 3600
  Graduate:

Current Course Title: Social Media Marketing
Proposed Course Title, if different:

Current Course Description:
  Social media has moved from a pastime to a professional endeavor. This course introduces the major social media platforms and theoretical constructs and examines how companies use social media for marketing, analytics and customer service. This course will give future media and communications professionals practical experience needed to successfully utilize social media for strategic endeavors.

Proposed Course Description, if different:

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
  Undergraduate: None
  Graduate:  
Proposed Prerequisite(s), if different:
  Undergraduate:  
  Graduate:

1) Reason(s) for change(s):
   The required work for this course is at the 3000 level.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes  X  No  
   If not, please drop the current course and submit a new course form for the modification.

3) Do these modifications change any of the following? For all Yes answers, please provide updated information on the next page.
   Student Learning Outcomes  Yes  X  No

   Yes  X  No
Major Content Areas  Yes _____  No _ X____
Projected Maximum Class Size (Cap)  Yes _____  No _ X____

4) Current Course fee(s) per student: $
for:
Proposed Course fee(s) per student, if different: $
for:

5) Service Areas:
This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
   a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
   b) click on “Areas of Study, and Course Descriptions,”
   c) click on “PDF of Entire Catalog” in upper right,
   d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:

   Teacher Licensure programs:

   Liberal Education:

The above “service area” programs/departments were notified of this modification on ________ (date) by _______________________ (mail, email, or phone).

Please check one of the items below:

______  No comments were received from other programs or departments within one week of the notification.

______  Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
   Undergraduate: **MASC 2700**
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate: **MASC 3720**
   Graduate:

Current Course Title: **Reporting and Writing**
Proposed Course Title, if different: **Media Writing II**

Current Course Description: **Knowing how to research and write a good story is important for many professions: journalism, public relations, marketing, blogging and advertising. This class will teach you the important skills of researching, reporting and writing stories. Prerequisite: MASC 1840.**

Proposed Course Description, if different:

Current Credits: **3**
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: **MASC 1840**
   Graduate:
Proposed Prerequisite(s), if different:
   Undergraduate: **MASC 2850**
   Graduate:

1) Reason(s) for change(s): **Changing the course name to reflect its inclusiveness of marketing communication majors.**

2) May this modified course replace the current course for students remaining in the old curriculum? Yes __X__ No _____ If not, please drop the current course and submit a new course form for the modification.

3) Do these modifications change any of the following? **For all Yes answers, please provide updated information on the next page.**
   
<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Yes ____ No <strong>X</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Content Areas</td>
<td>Yes ____ No <strong>X</strong></td>
</tr>
<tr>
<td>Projected Maximum Class Size (Cap)</td>
<td>Yes ____ No <strong>X</strong></td>
</tr>
</tbody>
</table>
4) Current Course fee(s) per student: $
for:
Proposed Course fee(s) per student, if different: $
for:

5) Service Areas:
This course is a requirement or an elective in the programs/areas listed below. To locate
where this course appears please search the online catalog, as follows:
   a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent
catalog(s),
   b) click on “Areas of Study, and Course Descriptions,”
   c) click on “PDF of Entire Catalog” in upper right,
   d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:

   Teacher Licensure programs:

   Liberal Education:

The above “service area” programs/departments were notified of this modification
on _______ (date) by ____________________ (mail, email, or phone).

Please check one of the items below:

______  No comments were received from other programs or departments within one
week of the notification.

______  Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
  Undergraduate: MASC 2760
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate: MASC 3670
  Graduate:

Current Course Title: Documentary Film
Proposed Course Title, if different:

Current Course Description:
Historical overview of the genre. Students view and analyze a variety of documentary films to gain an understanding of their purpose, their impact, their audiences, and their cultural and artistic value. (Might not be offered every year.)

Proposed Course Description, if different:

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
  Undergraduate:
  Graduate:
Proposed Prerequisite(s), if different:
  Undergraduate:
  Graduate:

1) Reason(s) for change(s):
Existing course objectives and student outcomes are more representative of a 3000 level course rather than the current 2000 level.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes ___X__ No _____ If not, please drop the current course and submit a new course form for the modification.

3) Do these modifications change any of the following? For all Yes answers, please provide updated information on the next page.
   Student Learning Outcomes    Yes _____ No ___X___
   Major Content Areas          Yes _____ No ___X___
   Projected Maximum Class Size (Cap) Yes _____ No _X_ __
4) Current Course fee(s) per student: $
for:
Proposed Course fee(s) per student, if different: $
for:

NONE

5) Service Areas:
This course is a requirement or an elective in the programs/areas listed below. To locate
where this course appears please search the online catalog, as follows:
a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent
catalog(s),
b) click on “Areas of Study, and Course Descriptions,”
c) click on “PDF of Entire Catalog” in upper right,
d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:

Teacher Licensure programs:

Liberal Education:

The above “service area” programs/departments were notified of this modification
on _________ (date) by ______________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one
week of the notification.

______ Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
   Undergraduate: MASC 3110  
   Graduate:  
Proposed Course Number(s), if different:  
   Undergraduate:  
   Graduate:  

Current Course Title: Media Workshop II  
Proposed Course Title, if different: Media Content Creation  

Current Course Description: This workshop will build on the skills learned in Media Workshop 1. Students will continue to work with the Northern Student magazine and website, KBSU-TV television station and FM-90 radio station. Students will take leadership roles and work on more in-depth projects. Students will work with story and program creation, or on the business and advertising side of the student media. Prerequisite: MASC 2110.

Proposed Course Description, if different: 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.

Current Credits: 1  
Proposed Credits, if different: 1-3  

Current Prerequisite(s):  
   Undergraduate: MASC 2110  
   Graduate:  
Proposed Prerequisite(s), if different:  
   Undergraduate: None  
   Graduate:  

1) Reason(s) for change(s): Course has been modified to be more flexible in allowing hands-on experience in a variety of different areas of student media. It also allows for more credits depending on the scope and requirement of the workshop when offered.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes X No ____ If not, please drop the current course and submit a new course form for the modification.
3) Do these modifications change any of the following? For all Yes answers, please provide updated information on the next page.

   Student Learning Outcomes    Yes _____  No _ X__
   Major Content Areas          Yes _____  No __X__
   Projected Maximum Class Size (Cap) Yes _____  No __X__

4) Current Course fee(s) per student: $
   for:
   Proposed Course fee(s) per student, if different: $
   for:

5) Service Areas:
   This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
   a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
   b) click on “Areas of Study, and Course Descriptions,“
   c) click on “PDF of Entire Catalog” in upper right,
   d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:

   Teacher Licensure programs:

   Liberal Education:

   The above “service area” programs/departments were notified of this modification on ________ (date) by ______________________ (mail, email, or phone).

   Please check one of the items below:

   ______ No comments were received from other programs or departments within one week of the notification.

   ______ Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
   Undergraduate: MASC 3270
   Graduate:

Proposed Course Number(s), if different:
   Undergraduate:
   Graduate:

Current Course Title: Media Theory and Criticism
Proposed Course Title, if different: Media and Social Change

Current Course Description:
Provides an overview of thinking about the mass media and an introduction to the major social science approaches to the study of journalism within the context of mass communication. Explores critical and theoretical approaches to understanding contemporary mass media. Focuses on television, newspapers, and new media in an examination of the meanings, benefits, and practices of one of the most widespread sign systems of our time. Students learn how to decode the media messages that proliferate around us. Prerequisites: MASC 1840 and junior or senior status.

Proposed Course Description, if different:
This course examines how media organizations, advertisers, artists and policymakers alike communicate to a wide audience in order to effect social change. It explores critical and theoretical approaches to understanding contemporary mass media. Students learn to analyze media from across political, popular, and professional cultures. Prerequisites: MASC 2850 and junior or senior status.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: MASC 1840 and junior or senior status.
   Graduate:
Proposed Prerequisite(s), if different:
   Undergraduate: MASC 2850 and junior or senior status
   Graduate:

1) Reason(s) for change(s):
The new title better reflects an active audience perspective on how media contributes to social change. The course description describes how this is included in the process of media analysis and criticism.
2) May this modified course replace the current course for students remaining in the old curriculum? Yes __X__ No _____ If not, please drop the current course and submit a new course form for the modification.

3) Do these modifications change any of the following? For all Yes answers, please provide updated information on the next page.

- Student Learning Outcomes: Yes _____ No __X__
- Major Content Areas: Yes _____ No __X__
- Projected Maximum Class Size (Cap): Yes _____ No __X__

4) Current Course fee(s) per student: $
for:
Proposed Course fee(s) per student, if different: $
for:
NONE

5) Service Areas:
This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
  a) go to http://www.bemidji.edu/academics/catalog/ and choose the most recent catalog(s).
  b) click on “Areas of Study, and Course Descriptions,”
  c) click on “PDF of Entire Catalog” in upper right,
  d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:

Teacher Licensure programs:

Liberal Education:

The above “service area” programs/departments were notified of this modification on __________ (date) by ____________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one week of the notification.

______ Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
  Undergraduate: MASC 3330
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: Audio/Video Studio Production
Proposed Course Title, if different: Performance and Production

Current Course Description:
An advanced media production course that provides an in-depth understanding of audience analysis, news and sports programming, advanced multi-camera live production, and field news reporting. Implementation of new digital technologies and production techniques for Web casting are included. Lab hours required. Prerequisites: MASC 2223, MASC 2233, and MASC 2243.

Proposed Course Description, if different:
This is an advanced media production course that provides an in-depth understanding of live programming, production, and field reporting. Students are taught how to perform professionally on-air in television, radio and web-based streaming environments. Prerequisites: MASC 2850 and MASC 2250.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
  Undergraduate:
  Graduate:
Proposed Prerequisite(s), if different:
  Undergraduate:
  Graduate:

1) Reason(s) for change(s):
The new title and description better convey the performance objective that is part of this course.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes __X__ No _____ If not, please drop the current course and submit a new course form for the modification.
3) Do these modifications change any of the following? **For all Yes answers, please provide updated information on the next page.**

- Student Learning Outcomes: Yes _____ No __X__
- Major Content Areas: Yes _____ No __X__
- Projected Maximum Class Size (Cap): Yes _____ No __X__

4) Current Course fee(s) per student: $
   
   for:

   Proposed Course fee(s) per student, if different: $
   
   for:

   **NONE**

5) Service Areas:
   This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
   - a) go to [http://www.bemidjistate.edu/academics/catalog/](http://www.bemidjistate.edu/academics/catalog/) and choose the most recent catalog(s),
   - b) click on “Areas of Study, and Course Descriptions,”
   - c) click on “PDF of Entire Catalog” in upper right,
   - d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   **Non-licensure programs:**

   **Teacher Licensure programs:**

   **Liberal Education:**

The above “service area” programs/departments were notified of this modification on _______ (date) by ___________________ (mail, email, or phone).

Please check one of the items below:

_____ No comments were received from other programs or departments within one week of the notification.

_____ Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
  Undergraduate: MASC 3470
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: Multimedia Marketing Communication
Proposed Course Title, if different: Multimedia Marketing

Current Course Description: 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.

Proposed Course Description, if different:

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
  Undergraduate: None
  Graduate:
Proposed Prerequisite(s), if different:
  Undergraduate:
  Graduate:

1) Reason(s) for change(s): Changing the course name to be shorter.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes ___X___ No _____ If not, please drop the current course and submit a new course form for the modification.

3) Do these modifications change any of the following? For all Yes answers, please provide updated information on the next page.
   Student Learning Outcomes Yes _____ No ___X___
   Major Content Areas Yes _____ No ___X___
   Projected Maximum Class Size (Cap) Yes _____ No ___X___
4) Current Course fee(s) per student: $
for:
Proposed Course fee(s) per student, if different: $
for:

5) Service Areas:
This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
   a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
   b) click on “Areas of Study, and Course Descriptions,”
   c) click on “PDF of Entire Catalog” in upper right,
   d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:

   Teacher Licensure programs:

   Liberal Education:

The above “service area” programs/departments were notified of this modification on _______ (date) by __________________ (mail, email, or phone).

Please check one of the items below:

   ______  No comments were received from other programs or departments within one week of the notification.

   ______  Comments were received within one week of the notification, and are attached.
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
   Undergraduate: MASC 2250
   Graduate:

Course Title: Media Production

Course Description: This course provides an introduction to the creative process and tools of audio and video production from a convergent media perspective. Students create their own audio and video productions in order to gain hands-on experience in the creative process of media production in a studio and on-location.

Credits: 4

Prerequisite(s): Prerequisite or Corequisite: MASC 2243.
   Undergraduate:
   Graduate:

1. Reason(s) for creating this course: This course combines the Video Production and Audio Production courses currently offered to create one four credit course.

2. How often will this course be offered? Every semester.

3. What are the student learning outcomes for the course (please precede each outcome with "Students will")?

   1) Students will produce a live studio broadcast that includes news stories, commercials, interviews and artistic performances produced throughout the course of the semester
   2) Students will use audio and video equipment to record and edit stories captured on-location
   3) Students will also learn radio broadcast operation by doing a live on-air shift
   4) Students will learn team-building skills by working as a production team.

4. What are the major content areas for the course?
Video production, audio production, concepts of broadcasting, production planning, and media editing.
5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned? **No**

6. If this course is intended primarily for off-campus delivery (not offered on campus), what delivery mechanism will be used? **n/a**

7. What is the projected maximum class size (cap)? **24**

8. What qualified faculty will be available to teach this course? **Virgil Bakken and Roger Paskvan**

   NOTE WELL: Department and dean, in approving this proposal, attest both to the adequacy of the qualifications of faculty here named, and to their availability to teach the course at the frequency specified above, without excessive overload or disruption to other curriculum.

9. What additional library and other resources need or should be provided for this course, that are not already available? **None**

10. What special personal property or service fee(s) would be charged to students taking this course? These charges would be for 1) items that are retained by the student and have an educational or personal value beyond the classroom, or 2) services that are on the student’s behalf (see MnSCU Board Policy 5.11).
    Amount per student: $**0**
    For:

11. Attach a sample syllabus for the course. Note: if this course is double-numbered (u-grad/grad), the syllabus must include an additional component for graduate students.
Media Production
Course Syllabus

Professor: Virgil Bakken
Office & Hrs: Deputy 244 & TV Studio
Phone: (218) 755-3370
Email: vbakken@bemidjistate.edu

REQUIRED MATERIALS:


Portable Harddrive (PC compatible)

Selected Readings and Videotape Samples to be provided by Professor

READ THIS DOCUMENT CAREFULLY

COURSE OBJECTIVES:
This course provides an introduction to the creative process and tools of audio and video production from a convergent media perspective. You will create your own audio and video productions in order to gain hands-on experience in the creative process of media production in a studio and on-location. You will also gain an understanding of the collaborative nature of media production by working on a production crew with other class members.

The course objectives are:
1) Students will produce a live studio broadcast that includes news stories, commercials, interviews and artistic performances produced throughout the course of the semester
2) Students will use audio and video equipment to record and edit stories captured on-location
3) Students will also learn radio broadcast operation by doing a live on-air shift
4) Students will learn team-building skills by working as a production team.

NATURE OF THE COURSE:
This course examines audio and video in broadcasting via radio and television as well as computer and web-based delivery systems. Readings, presentations, studio and production work and class discussion will be used as methods of learning. The majority of learning in this course will involve working hands-on with media equipment.
ATTENDANCE & PARTICIPATION:
Since ‘being there’ is how your learning, attendance and participation are required. Being late, missing class, late assignments and lack of participation will seriously affect your grade. Each student is solely responsible for their own assignments. There must not be any plagiarizing of any other person’s creative or video material. Be creative and original.

All written and media assignments must be completed on time. Keep copies of your work, as the instructor is not responsible for lost work. **All assignments must be typed. No handwritten work will be accepted.** You are responsible to know the textbook material whether covered in class or not.

Grade appeals must be made within one week of receiving grade, after which, work cannot be re-evaluated. Assignments are open to receiving a lower grade as well as a higher grade. A pattern of unexcused infractions will lower your final grade one level. Assignments may be made up only if arrangements have been made prior to due date and made up within one week. Productions will be graded on form, content, presentation, clarity, organization and the effectiveness of the message. I will be available for questions about assignments and evaluations at the end of each class. If you have a question, please ask. It is better to clarify an assignment before it is due than after it has been evaluated. There is no extra credit. It is your responsibility to understand the assignments, requirements and methods of grading.

**Statement of Academic Integrity**
Students are expected to practice the highest standard of ethics, honesty and integrity in all of their academic work. Any form of academic dishonesty (e.g. plagiarism, cheating, misrepresentation) may result in disciplinary action. Possible disciplinary actions include failure for part or all of the course, as well as suspension from the University.

“Upon request students with a documented disability may receive appropriate and reasonable accommodations in this course including information in an alternate format. Please contact the Disability Services Office at 755-3883 or email disabilityservices@bemidjistate.edu.”

**Mental Health & Counseling:**
You may experience mental health concerns or stressful events that may lead to diminished academic performance. The Student Center for Health & Counseling is available to assist you with concerns.

**ASSIGNMENTS:**
1. **Field Assignments.** There will be a variety of field assignments given to help you gain skill in recording and editing audio and video for a variety of outcomes
2. **Media Broadcasts.** There will be three kinds of broadcasts that you will be involved in: 1. We will produce a final live studio broadcast that serves as the culmination for the news stories, commercials, interviews and artistic performances that you will produce throughout the course of this semester. 2. You will also learn radio broadcast operation by doing a live on-air shift. 3. You will learn to stream these broadcasts in a web-based environment.

3. **Reading and Written Assignments.** You are expected to read the required textbook and complete exercises related to it.

4. **Exams.** There will be exams that will test your understanding of production team communication, how to use audio and video production equipment and the aesthetic values that make a production effective; i.e. shot composition, microphone selection, lighting and directing techniques.

5. **Collaboration.** Consider how well you interact and help each other during your productions to be an assignment. Individual creativity is important but it cannot be expressed without the collective effort of a production team. Mutual respect and support is what makes or breaks the production. Be there and be on time.

**GRADING:**

Point values may be subject to change

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>20%</td>
</tr>
<tr>
<td>Exercises</td>
<td>20%</td>
</tr>
<tr>
<td>Field Assignments</td>
<td>40%</td>
</tr>
<tr>
<td>Final Studio Broadcast</td>
<td>20%</td>
</tr>
<tr>
<td>Collaboration (Pass/Fail)</td>
<td>Invaluable</td>
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</table>

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>100-94%</td>
</tr>
<tr>
<td>A-</td>
<td>92-90%</td>
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<tr>
<td>B+</td>
<td>89-88%</td>
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<tr>
<td>B</td>
<td>87-83%</td>
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<tr>
<td>B-</td>
<td>82-80%</td>
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<td>C+</td>
<td>79-78%</td>
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<td>C</td>
<td>77-73%</td>
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<tr>
<td>C-</td>
<td>72-70%</td>
</tr>
<tr>
<td>D+</td>
<td>69-68%</td>
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<tr>
<td>D</td>
<td>67-63%</td>
</tr>
<tr>
<td>D-</td>
<td>64-60%</td>
</tr>
<tr>
<td>Fail</td>
<td>lower than 60%</td>
</tr>
</tbody>
</table>
# Course Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Class Topics &amp; Activity</th>
<th>Reading &amp; Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Course requirements &amp; Policies</td>
<td>Textbook, Ch 1</td>
</tr>
<tr>
<td></td>
<td>Introduction to the profession of media production</td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>The Tools: Video &amp; Audio</td>
<td>Textbook, Ch 2-3</td>
</tr>
<tr>
<td>Week 3</td>
<td>The Tools: Light</td>
<td>Textbook, Ch 4-5</td>
</tr>
<tr>
<td></td>
<td>Give Field Assignment 1</td>
<td></td>
</tr>
<tr>
<td>Week 4</td>
<td>Framing &amp; Composition</td>
<td>Textbook, Ch 6-7</td>
</tr>
<tr>
<td>Week 5</td>
<td>Sound</td>
<td>Textbook, Ch 8-9</td>
</tr>
<tr>
<td>Week 6</td>
<td>Scriptwriting</td>
<td>Textbook, Ch 10</td>
</tr>
<tr>
<td></td>
<td>Give Field Assignment 2</td>
<td></td>
</tr>
<tr>
<td>Week 7</td>
<td>Preproduction &amp; Production</td>
<td></td>
</tr>
<tr>
<td>Week 8</td>
<td>Postproduction</td>
<td></td>
</tr>
<tr>
<td>Week 9</td>
<td>Exam</td>
<td>Field Assignment 2 Due</td>
</tr>
<tr>
<td>Week 10</td>
<td>Radio and Audio Board Operation</td>
<td>Textbook, Ch 11-12</td>
</tr>
<tr>
<td>Week 11</td>
<td>Discuss and Assign Web-based Media Project</td>
<td>Textbook, Ch 13-14</td>
</tr>
<tr>
<td>Week 12</td>
<td>Discuss and Assign News for Radio and TV</td>
<td>Textbook, Ch 15-16</td>
</tr>
<tr>
<td></td>
<td>Internet Video Due</td>
<td>News Video Due</td>
</tr>
<tr>
<td>Week 13</td>
<td>Multi-camera Studio Production</td>
<td></td>
</tr>
<tr>
<td>Week 14</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>Week 15</td>
<td>Audio Studio Production</td>
<td>Web Project Due</td>
</tr>
<tr>
<td>Week 16</td>
<td>Review Studio Productions</td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number: MASC 2780

Undergraduate: Yes
Graduate:

Course Title: Culmination

Course Description:

Prepares students to apply for an internship or job. Students will work on their resumes, portfolio and interview skills, as well as explore and discuss how their passion, values, skills and abilities play out in their personal and professional life.

Credits: 3

Prerequisite(s):
Undergraduate: None
Graduate:

1. Reason(s) for creating this course:

Help prepare our students to successfully enter the Mass Communication and Marketing Communication internship and job market.

2. How often will this course be offered?

Once per year

3. What are the student learning outcomes for the course (please precede each outcome with "Students will...")?

- Students will explore and discuss how passion, values, skills and abilities play out in their personal and professional life.
- Students will determine potential career path(s) and the skills and prepare a resume, portfolio and LinkedIn profile that will apply personally to their career path.
- Students will improve interview skills by writing answers to common questions and practicing with classmates.
4. What are the major content areas for the course?

**Job internship preparation (resume, portfolio, LinkedIn Profile), skills assessment and interview skills.**

5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned?

**Not repeatable**

6. If this course is intended primarily for off-campus delivery (not offered on campus), what delivery mechanism will be used?

**The D2L platform will be used for online delivery.**

7. What is the projected maximum class size (cap)? **20**

8. What qualified faculty will be available to teach this course?

**Valica Boudry**
**Debra Sea**
**Virgil Bakken**
**Roger Paskvan**
**Carl Sewall**

NOTE WELL: Department and dean, in approving this proposal, attest both to the adequacy of the qualifications of faculty here named, and to their availability to teach the course at the frequency specified above, without excessive overload or disruption to other curriculum.

9. What additional library and other resources need or should be provided for this course, that are not already available?

**None**

10. What special personal property or service fee(s) would be charged to students taking this course? These charges would be for 1) items that are retained by the student and have an educational or personal value beyond the classroom, or 2) services that are on the student’s behalf (see MnSCU Board Policy 5.11).

Amount per student: $

For:

11. Attach a sample syllabus for the course. Note: if this course is double-numbered (u-grad/grad), the syllabus must include an additional component for graduate students.
Culmination
MASC 3XXX, FALL 2017

Hello!
My name is Debra Sea.

Deputy 242 OFFICE HOURS
Mondays: 1-2 PM, Tuesdays: 9 -10 & 3-4
Thursdays: 2 - 4 PM, Fridays 8:30 - 9:30 AM & 1-2 PM

ONLINE OFFICE HOURS
M & Th – 8:30 - 9:30 AM

NEAR L122 OFFICE HOUR
Thursdays 11:30 to 12:30 PM.

CONTACT ME
Deputy 242
dsea@bemidjistate.edu
218 - 755 - 3358
@DebraSea

Email is the best way to reach me. I will get back to you as soon as possible – within 24 hours on the weekdays.

REQUIREMENTS
1. Textbook.
2. Attendance
3. Passion to explore your future life
4. Field trip on Thursday, 9/15 is required.

REQUIRED TEXT
Angela Duckworth
GRIT
The Power of Passion and Perseverance
Scribner, 2016.
READ THIS PAGE CAREFULLY

PAGE 2/6

COURSE DESCRIPTION:
Prepares students for a Mass Communication or Marketing Communication internship or entry level position. Students will assess their skills, work on their resumes, LinkedIn Profile, portfolio and interview skills.

OBJECTIVES:
Students will be able to:
- Explore and discuss how your passion, values, skills and abilities play out in your personal and professional life.
- Determine potential career path(s) and the skills and prepare a resume, portfolio and LinkedIn profile that will apply personally to the career path.
- Improve interview skills by writing answers to common questions and practicing with classmates.

METHOD OF INSTRUCTION:
This course incorporates lecture, readings, discussion, in class activities and a group project. Students will conduct weekly analysis of articles related to the topics.

ATTENDANCE IS REQUIRED:
Attendance is required. Attendance is critical to your success in this class as a lot of what we do in class is not in the textbook. The text is designed to supplement and enhance class work. You’ll scan your RFID fob before or after class to sign in. It is your responsibility to sign in. You are allowed two unexcused absences without your grade being affected. After that, each unexcused absence will result in your grade being lowered by one full grade. For an absence to be deemed an excused absence, there must be attending documentation, (for example a doctor’s note for illness, or a note from professor or coach for university-sanctioned events) submitted within seven days.

ACADEMIC INTEGRITY STATEMENT:
BSU students are expected to practice the highest standards of ethics, honesty and integrity in all of their academic work. Any form of academic dishonesty (e.g., plagiarism, cheating and misrepresentation) may result in disciplinary action. Possible disciplinary actions may include failure for part of or all of a course as well as suspension from the University.

STUDENTS WITH SPECIAL NEEDS STATEMENT:
Upon request this document can be made available in alternate formats. Please contact your instructor or the Disabilities Services office at (218) 755-3883 for assistance or the AUC Office at 262-6753 or (800) 369-4970

ASSIGNMENTS AND LATE ASSIGNMENTS:
You must complete all the assignments to pass this class. Deadlines are critical in the media business. Get your assignments in on time! A late penalty of 50% per day is assessed unless you have written documentation that you submit within seven days.
GRADING AND ASSIGNMENTS

**15%**

**Participation/Cooperation (15%)** While attendance is required participation points are earned. To earn full points, complete the reading and homework on time, arrive on time to class ready to work, participate fully in the in-class assignments and cooperate with your classmates. Help make sure that everyone’s voice in the class is heard.

**35%**

**Assignments (35%)** There are five assignments that will help you get ready for an internship or your first job. They are: Skills Assessment and Plan, Resume, LinkedIn, WordPress Portfolio, and Job Shadow Reflection. Note that some of the work seems similar. This is because creating a portfolio, resume and linked in profile is an iterative process and requires many revisions.

**10%**

**Final Reflection Paper (10%)** This assignment is instead of a final exam. You’ll write about what you have learned and list/describe the three next steps you will take to achieve your career goals.

**10%**

**Discussion board + in class (10%)** We are using Yellowdig for our discussion board. Everyone participates in the first week and after that, you’ll either post new content or comment on the posts. For posters, you’ll select an article that is pertinent to the week’s topic. Posters will introduce the article using at least 40 words. Commenters will read the article and comment meaningfully using at least 40 words. Posters will also lead the discussion on your posting week -- for Yellowdig and the reading.

**30%**

**Group Project (30%)** You’ll work in groups with a client (everyone will work with the same client) in the area of your choice. Each group will create a creative brief (5%), creative content (10%), client presentation (10%) and client evaluation (5%). The final score will be adjusted by your participation after each group member rates your contribution.

Point values are subject to change

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation/Cooperation</td>
<td>15%</td>
</tr>
<tr>
<td>Discussion board</td>
<td>10%</td>
</tr>
<tr>
<td>Assignments</td>
<td>35%</td>
</tr>
<tr>
<td>Group project</td>
<td>30%</td>
</tr>
<tr>
<td>Final reflection paper</td>
<td>10%</td>
</tr>
</tbody>
</table>

(Assignments, percentages and dates may be adjusted along the way)

Your grade will be determined as a percentage: A = 90 and above, B = 80 and above, etc.
## CULMINATION SCHEDULE

### Week

#### AUG 22 – 26

**Understanding yourself**

**Topic**
- Intro to class + syllabus
- Jung Personality Test
- Yellowdig discussion board
  - Wed: Assignment #1 - Skills Assessment + Plan
  - Wed: Sign up for future Yellowdig topics
  - Friday: Discussion GRIT + Jung Profile

**Reading**
- Syllabus
  - Grit: Chapter 1 and 2

**Due: before 10 AM, August 26th**
1. Determine your profile using https://www.123test.com/jung-personality-test/Be prepared to share on Friday.

2. Yellowdig Post 1. Everyone posts and completes two comments. Find a famous person with the same Jung Personality test profile as yourself. Post an image and describe their profile.

#### AUG/SEP 29 – 2

**Understanding yourself**

**Topic**
- Cornerstone Foundation Exercise
  - Values, Dream list, Focus
- Friday: Discussion GRIT + Resume tips

**Reading**
- Grit: Chapter 3

**Due: before 11:59 PM, Aug 29**
1. Yellowdig Post 2. Post tips about creating good resumes.

2. Two comments on Post 2
3. Assignment #1 - Skills Assessment and Plan

#### SEP 7 + 9

**Understanding yourself**

**Topic**
- No Class Sep 5 (Labor Day)

**Reading**
- Grit: Chapter 4 and 5

**Due: before 11:59 PM, Sep 5**
1. Yellowdig Post 3 - Networking

**Due: before 10 AM, Sep 9**
1. Two comments on Post 3 - Networking

#### SEP 12 – 16

**Job/internship prep**

**Monday: Workshop - LinkedIn**

**No reading**

**REQUIRED**
- Field trip - Thursday, 9/15 - from 7 AM to 4:30 PM

**Wednesday and Friday: Class does not meet**

**Due: before 11:59 PM, Sep 16**
1. Assignment #2, #3 - Resume uploaded to D2L + Linkedin Profile (make sure that you add me)

---

(Assignments, percentages and dates may be adjusted along the way)
## CULMINATION SCHEDULE

### Culmination / MASC 3XXX FALL 2017

### PAGE 5/6

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
</table>
| **SEP 19 – 23** | Monday: Portfolio using WordPress  
Wednesday: Workshops  
Friday: Discussion: Grit and Check in  
**Due before 11:59 PM, Sep 19**  
1. Yellowdig Post 4 - Portfolio Examples  
**Due: before 10 AM, Sep 23**  
1. Comments on Post 4 - Portfolio Examples | Grit: Chapter 6, 7 |
| **SEP 26 – 30** | Monday: Career and Internships  
Assignment 4: Job Shadow (due Dec 5th)  
Wednesday: Workshops  
Friday: Discussion: Grit and Check in  
**Due before 11:59 PM, Sep 26**  
1. Yellowdig Post 5 - Careers and Internships  
**Due: before 10 AM, Sep 30**  
1. Comments on Post 5 - Careers and Internships | Grit: Chapter 8, 9 |
| **OCT 3 – 7** | **MONDAY: Guest Speaker**  
Working on teams  
Group project & Team Assignments  
Ground Rules  
Friday: Discussion Grit and Teams  
**Due before 11:59 PM, Oct 3**  
1. Yellowdig Post 6 - Team Work  
**Due: before 10 AM, Oct 7**  
1. Comments on Post 6 - Team Work  
**Due: before 11:59 PM Oct 7**  
1. WordPress Portfolio | Grit: Chapter 12 and conclusion |
| **OCT 10 – 14** | Monday: Meet with Client  
Wednesday: Start Creative Brief  
Friday: Quick Report by groups, continue working on creative brief. |
| **OCT 17 – 21** | Work on Creative Brief  
Present creative brief to client and get feedback.  
Revise creative brief |

(Assignments, percentages and dates may be adjusted along the way)
# CULMINATION SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Week</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCT</td>
<td>Create content plan with timeline, roles, equipment list. Friday: Check in with instructor and report to class</td>
<td>NOV</td>
<td>Fall Break - class does not meet</td>
</tr>
<tr>
<td>24 - 28</td>
<td>Client Project</td>
<td>21 - 25</td>
<td>Happy Thanksgiving!</td>
</tr>
<tr>
<td>OCT/NOV</td>
<td>Create content</td>
<td>NOV/DEC</td>
<td>Interviewing</td>
</tr>
<tr>
<td>31 - 4</td>
<td>Friday: Check in with instructor and report to class</td>
<td>28 - 2</td>
<td>Guest Speaker (TBD)</td>
</tr>
<tr>
<td></td>
<td>Client Project</td>
<td></td>
<td>Workshops</td>
</tr>
<tr>
<td>NOV</td>
<td>Present content to class and get feedback</td>
<td>DEC</td>
<td>Wrap up. Course evaluations</td>
</tr>
<tr>
<td>7 - 11</td>
<td>Revise Content</td>
<td>5</td>
<td>Due before 11:59 PM - Dec 5</td>
</tr>
<tr>
<td></td>
<td>Client Project</td>
<td></td>
<td>1. Final Resume, LinkedIn Profile Portfolio and Job Shadow report</td>
</tr>
<tr>
<td>NOV</td>
<td>Present Content to Client</td>
<td></td>
<td>uploaded to D2L</td>
</tr>
<tr>
<td>14 - 18</td>
<td>Exact schedule TBD</td>
<td>DEC</td>
<td>Due before 3:00 PM, Dec 13</td>
</tr>
<tr>
<td></td>
<td>Client Project</td>
<td>13</td>
<td>1. Reflection paper uploaded to D2L</td>
</tr>
</tbody>
</table>

(Assignments, percentages and dates may be adjusted along the way)

“Tell me and I forget, teach me and I may remember, involve me and I learn.”

-Benjamin Franklin

“Productivity is never an accident. It is always the result of a commitment to excellence, intelligent planning and focused effort.”

-Paul J. Meyer

“A dream doesn’t become reality through magic; it takes sweat, determination and hard work.”

-Colin Powell
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
   Undergraduate: MASC 3030
   Graduate:

Course Title: News Team

Course Description: You will be reporting, writing, and producing stories from around campus and around the area. These will appear on air, in print, and on the Web. Each week, you'll pitch stories and be assigned a duty within the team. This will be a collaborative class, but you will individually get several bylines throughout the semester.

Credits: 3

Prerequisite(s):
   Undergraduate:
   Graduate:

1. Reason(s) for creating this course: This course will be focused on content creation for campus media and other outlets. It will provide students real experience in producing journalism, and it will bolster their portfolios.

2. How often will this course be offered? Each spring.

3. What are the student learning outcomes for the course (please precede each outcome with "Students will...")?
   - Students will be able to write news stories based on original reporting.
   - Students will be able to create different versions of a news story for various media.
   - Students will be able to evaluate news reports for news value and clarity.

4. What are the major content areas for the course?
   Media writing, journalism, news reporting, editing and interviewing.

5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned? NO

6. If this course is intended primarily for off-campus delivery (not offered on campus), what delivery mechanism will be used?
7. What is the projected maximum class size (cap)? 24

8. What qualified faculty will be available to teach this course?
Mr. Carl Sewall
Valica Boudry

NOTE WELL: Department and dean, in approving this proposal, attest both to the adequacy of the qualifications of faculty here named, and to their availability to teach the course at the frequency specified above, without excessive overload or disruption to other curriculum.

9. What additional library and other resources need or should be provided for this course, that are not already available? None.

10. What special personal property or service fee(s) would be charged to students taking this course? These charges would be for 1) items that are retained by the student and have an educational or personal value beyond the classroom, or 2) services that are on the student’s behalf (see MnSCU Board Policy 5.11).
   Amount per student: $
   For:

11. Attach a sample syllabus for the course. Note: if this course is double-numbered (u-grad/grad), the syllabus must include an additional component for graduate students.
Bemidji State University
MASC 3030: News Team
3 credits

Contact Information:
Instructor: __________________________
Office: ______________________________
Office Hours: _________________________
Telephone: __________________________
E-mail: ______________________________

Course Description: You will be reporting, writing, and producing stories from around campus and around the area. These will appear on air, in print, and on the Web. Each week, you'll pitch stories and be assigned a duty within the team. This will be a collaborative class, but you will individually get several bylines throughout the semester.

Textbooks/Materials:


Grades:
Grades will be based on weekly critiques and evaluation of the story or stories you produced. Basic participation on a team as reporter, newsreader, or editor will receive a baseline of 20 points per project. Larger projects will be awarded more points. Bylines will be worth extra points. Each week, the class will choose its Story of the Week, and that team will also receive extra points.

Teams that produce substandard work that is not ready for publication will not receive points, nor will teams that miss their deadlines.

Learning Outcomes:
Students will:
• Students will be able to write news stories based on original reporting.
• Students will be able to create different versions of a news story for various media.
• Students will be able to evaluate news reports for news value and clarity.

Outline/Assignments:
• Weekly grades will be given on a per-assignment basis.
• The Final Exam [DATE GIVEN HERE] will be a presentation of your portfolio of work over the semester and will be awarded additional points.
<table>
<thead>
<tr>
<th>Hour 1</th>
<th>Presentation and critique of previous week’s projects. Each group/team will share and discuss their work with the rest of us. About 10 minutes each. The format and evaluation of these presentations will vary based on the medium.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Break</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Hour 2</td>
<td>Story pitches. Everyone is expected to bring ideas and story leads to class each session. We will discuss these ideas and generate others.</td>
</tr>
<tr>
<td>Break</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Hour 3</td>
<td>Assignments. Each group/team will be assigned a story and members will be given individual assignments, including: writer, reporter, copy editor, producer, news reader, photographer and editor. Other roles are possible, such as cameraperson. Some initial work on stories and coordination between group members will happen, time permitting.</td>
</tr>
</tbody>
</table>

**Academic Integrity:**
BSU students are expected to practice the highest standards of ethics, honesty and integrity in all of their academic work. Any form of academic dishonesty (e.g., plagiarism, cheating and misrepresentation) may result in disciplinary action. Possible disciplinary actions may include failure for part or all of a course as well as suspension from the University.

**Students with Special Needs:**
“Upon request students with a documented disability may receive appropriate and reasonable accommodations in this course including information in an alternate format. Please contact the Disability Services Office at 755-3883 or email disabilityservices@bemidjistate.edu.”

**Mental Health & Counseling:**
You may experience mental health concerns or stressful events that may lead to diminished academic performance. The Student Center for Health & Counseling is available to assist you with concerns.
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
  Undergraduate: Portfolio
  Graduate:

Course Title: MASC 4840

Course Description:
This course helps students organize and complete a professional portfolio. Students will present their portfolio to faculty and media professionals, and they will receive a constructive, one-on-one evaluation of their work from a variety of media, marketing and advertising professionals.

Credits: 1

Prerequisite(s):
  Undergraduate: MASC 2780, Must be a Mass Communication or Marketing Communication major and have senior status.
  Graduate:

1. Reason(s) for creating this course: To help prepare graduates for a successful career in media.

2. How often will this course be offered? Every year

3. What are the student learning outcomes for the course (please precede each outcome with "Students will...")?
   Students will develop and design a professional portfolio for their desired field.
   Students will organize and present the work that they have created throughout their college career.
   Students will discuss and report the components of a professional portfolio.
   Students will receive and incorporate feedback from professionals in the field.
   Students will critique classmate’s portfolios.

4. What are the major content areas for the course? Career and professional development, critical analysis, professional networking, interpersonal communication skills.

5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned? No
6. If this course is intended primarily for off-campus delivery (not offered on campus), what delivery mechanism will be used?

7. What is the projected maximum class size (cap)? 16

8. What qualified faculty will be available to teach this course? Valica Boudry, Carl Sewall, Roger Paskvan, Debra Sea and Virgil Bakken

NOTE WELL: Department and dean, in approving this proposal, attest both to the adequacy of the qualifications of faculty here named, and to their availability to teach the course at the frequency specified above, without excessive overload or disruption to other curriculum.

9. What additional library and other resources need or should be provided for this course, that are not already available?

10. What special personal property or service fee(s) would be charged to students taking this course? These charges would be for 1) items that are retained by the student and have an educational or personal value beyond the classroom, or 2) services that are on the student’s behalf (see MnSCU Board Policy 5.11).
   Amount per student: $
   For:

11. Attach a sample syllabus for the course. Note: if this course is double-numbered (u-grad/grad), the syllabus must include an additional component for graduate students.
Portfolio  
MASC 4840, Fall 2017

Professor:  
Office:  
Phone:  
Email:  

**HOW TO CONTACT ME AND OFFICE HOURS:**  
Email is the best way to reach me – I will get back to you as soon as possible – within 48 hours on the weekdays.

**Office hours** – Monday – Friday 11-1 PM

**REQUIRED TEXT:**  
Purchase professional critique.

**REQUIRED MATERIALS:**  
None

**READ THIS DOCUMENT CAREFULLY**

**COURSE DESCRIPTION:**  
This course helps students organize and complete a professional portfolio. Students will present their portfolio to faculty and media professionals, and they will receive a constructive, one-on-one evaluation of their work from a variety of media, marketing and advertising professionals.

**OUTCOMES:**  
Students will be able to:

- Develop and design a professional portfolio for their desired field.
- Organize and present the work that they have created throughout their college career.
- Discuss and report the components of a professional portfolio.
- Receive and incorporate feedback from professionals in the field.
- Critique classmate’s portfolios.

**METHOD OF INSTRUCTION:**  
This is a workshop. Students will work one on one with the instructor.

**ACADEMIC INTEGRITY STATEMENT:**  
BSU students are expected to practice the highest standards of ethics, honesty and integrity in all of their academic work. Any form of academic dishonesty (e.g., plagiarism, cheating and misrepresentation) may result in disciplinary action.
Possible disciplinary actions may include failure for part of or all of a course as well as suspension from the University.

**STUDENTS WITH SPECIAL NEEDS STATEMENT:**
“Upon request students with a documented disability may receive appropriate and reasonable accommodations in this course including information in an alternate format. Please contact the Disability Services Office at 755-3883 or email disabilityservices@bemidjistate.edu.”

**LATE ASSIGNMENTS:**
Deadlines are critical in the media business. Because of the importance of deadlines in the world of media, I will accept no late assignments except in the case of an emergency.

**GRADING & ASSIGNMENTS:**
1. Draft portfolio  
2. Presentation  
3. Critique of classmates’ portfolios  
4. Final portfolio with revisions  
5. Reflection paper

Grading is: Satisfactory/Unsatisfactory

**COURSE SCHEDULE:**

Week 1 – 5: Prepare draft portfolio  
Week 6 – 8: Classroom presentation and review.  
Week 9 – 11: Present portfolio to faculty and professionals.  
Week 12 – 15: Revise portfolio and complete reflection paper.
BSU Curriculum Forms

Form 4

Course Drop Form
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
   Undergraduate: MASC 2110
   Graduate:

Course Title: Media Workshop I

New or current courses that will universally replace this dropped course for students
remaining in the old curriculum: None

This dropped course is a requirement or an elective in the programs/areas listed below.
To locate where this course appears please search the online catalog, as follows:
   1) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent
catalog(s),
   2) click on “Areas of Study, and Course Descriptions,”
   3) click on “PDF of Entire Catalog” in upper right,
   4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:

   Teacher Licensure programs:

   Liberal Education:

The above “service area” programs/departments were notified of this modification
on _______ (date) by __________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one
   week of the notification.

______ Comments were received within one week of the notification, and are attached.

Reason(s) for dropping this course: No longer required or taught.
BSU Curriculum Forms

Form 4

Course Drop Form
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
Undergraduate: MASC 2223
Graduate:

Course Title: Audio Production

New or current courses that will universally replace this dropped course for students remaining in the old curriculum: MASC 2250

This dropped course is a requirement or an elective in the programs/areas listed below.
To locate where this course appears please search the online catalog, as follows:
1) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
2) click on “Areas of Study, and Course Descriptions,”
3) click on “PDF of Entire Catalog” in upper right,
4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:

Teacher Licensure programs:

Liberal Education:

The above “service area” programs/departments were notified of this modification on _______ (date) by ________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one week of the notification.

______ Comments were received within one week of the notification, and are attached.

Reason(s) for dropping this course: Replaced by MASC 2250.
BSU Curriculum Forms

Form 4

Course Drop Form
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
  Undergraduate: MASC 2233
  Graduate:

Course Title: Video Production

New or current courses that will universally replace this dropped course for students remaining in the old curriculum: MASC 2250

This dropped course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
  1) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
  2) click on “Areas of Study, and Course Descriptions,”
  3) click on “PDF of Entire Catalog” in upper right,
  4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

  Non-licensure programs:

  Teacher Licensure programs:

  Liberal Education:

The above “service area” programs/departments were notified of this modification on ________ (date) by ____________________ (mail, email, or phone).

Please check one of the items below:

_____ No comments were received from other programs or departments within one week of the notification.

_____ Comments were received within one week of the notification, and are attached.

**Reason(s) for dropping this course:** Replaced by MASC 2250.
BSU Curriculum Forms

Form 4

Course Drop Form
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
   Undergraduate: MASC 2900
   Graduate:

Course Title: Topics in Mass Communication

New or current courses that will universally replace this dropped course for students
remaining in the old curriculum: None

This dropped course is a requirement or an elective in the programs/areas listed below.
To locate where this course appears please search the online catalog, as follows:
   1) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent
catalog(s),
   2) click on “Areas of Study, and Course Descriptions,”
   3) click on “PDF of Entire Catalog” in upper right,
   4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:

   Teacher Licensure programs:

   Liberal Education:

The above “service area” programs/departments were notified of this modification
on ________ (date) by ____________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one
week of the notification.

______ Comments were received within one week of the notification, and are attached.

Reason(s) for dropping this course: Not required or taught.
BSU Curriculum Forms

Form 4

Course Drop Form
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
  Undergraduate: MASC 3310
  Graduate:

Course Title: Directing Visual Media

New or current courses that will universally replace this dropped course for students remaining in the old curriculum: None

This dropped course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
  1) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
  2) click on “Areas of Study, and Course Descriptions,“
  3) click on “PDF of Entire Catalog” in upper right,
  4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

  Non-licensure programs:

  Teacher Licensure programs:

  Liberal Education:

The above “service area“ programs/departments were notified of this modification on _______ (date) by __________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one week of the notification.

______ Comments were received within one week of the notification, and are attached.

Reason(s) for dropping this course: Not required or taught.
BSU Curriculum Forms

Form 4

Course Drop Form
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
Undergraduate: MASC 3760
Graduate:

Course Title: Documentary Film Workshop

New or current courses that will universally replace this dropped course for students remaining in the old curriculum: None

This dropped course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
1) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
2) click on “Areas of Study, and Course Descriptions,”
3) click on “PDF of Entire Catalog” in upper right,
4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:

Teacher Licensure programs:

Liberal Education:

The above “service area” programs/departments were notified of this modification on ________ (date) by _________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one week of the notification.

______ Comments were received within one week of the notification, and are attached.

Reason(s) for dropping this course: Not required or taught.
BSU Curriculum Forms

Form 4

Course Drop Form
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
Undergraduate: MASC 3970
Graduate:

Course Title: Internship

New or current courses that will universally replace this dropped course for students remaining in the old curriculum: MASC 4970 Internship

This dropped course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
1) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
2) click on “Areas of Study, and Course Descriptions,”
3) click on “PDF of Entire Catalog” in upper right,
4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:

Teacher Licensure programs:

Liberal Education:

The above “service area” programs/departments were notified of this modification on ________ (date) by ___________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one week of the notification.

______ Comments were received within one week of the notification, and are attached.

Reason(s) for dropping this course: 3000 level internship is redundant and no longer needed.
BSU Curriculum Forms

Form 4

Course Drop Form
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
Undergraduate: MASC 4110
Graduate:

Course Title: Capstone Preparation

New or current courses that will universally replace this dropped course for students
remaining in the old curriculum: MASC 2780

This dropped course is a requirement or an elective in the programs/areas listed below.
To locate where this course appears please search the online catalog, as follows:
1) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent
catalog(s),
2) click on “Areas of Study, and Course Descriptions, ”
3) click on “PDF of Entire Catalog” in upper right,
4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:

Teacher Licensure programs:

Liberal Education:

The above “service area” programs/departments were notified of this modification
on _______ (date) by ____________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one
week of the notification.

______ Comments were received within one week of the notification, and are attached.

Reason(s) for dropping this course: Replaced by MASC 2780.
BSU Curriculum Forms

Form 4

Course Drop Form
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
   Undergraduate: MASC 4350
   Graduate:

Course Title: Media Economics and Leadership

New or current courses that will universally replace this dropped course for students
remaining in the old curriculum: None

This dropped course is a requirement or an elective in the programs/areas listed below.
To locate where this course appears please search the online catalog, as follows:
   1) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent
catalog(s),
   2) click on “Areas of Study, and Course Descriptions,”
   3) click on “PDF of Entire Catalog” in upper right,
   4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:

   Teacher Licensure programs:

   Liberal Education:

The above “service area” programs/departments were notified of this modification
on _______ (date) by ____________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one
week of the notification.

______ Comments were received within one week of the notification, and are attached.

Reason(s) for dropping this course: No longer required or taught.
**BSU Curriculum Forms**

**Form 4**

**Course Drop Form**
(Use this form to drop a course from the university curriculum file.
To drop a course from a program only, use Form 5 Program Modification Form)

Course Number:
  Undergraduate: **MASC 4892**
  Graduate:

Course Title: **Capstone Project**

New or current courses that will universally replace this dropped course for students remaining in the old curriculum: **MASC 4840**

This dropped course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:
1) go to [http://www.bemidjistate.edu/academics/catalog/](http://www.bemidjistate.edu/academics/catalog/) and choose the most recent catalog(s),
2) click on “Areas of Study, and Course Descriptions,”
3) click on “PDF of Entire Catalog” in upper right,
4) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:

   Teacher Licensure programs:

   Liberal Education:

The above “service area” programs/departments were notified of this modification on __________ (date) by __________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one week of the notification.

______ Comments were received within one week of the notification, and are attached.

**Reason(s) for dropping this course:** Replaced by MASC 4840.
BSU Curriculum Forms

Form 5

Program Modification Form

Program to be modified: Mass Communication, B.S. major

List all proposed change(s):

1. Reduce from 57 to 45 credits
2. Remove MASC 2650, 3110, 3330, 3450, 3460, 3500 from the required core and place in required electives.
3. MASC 1840, 2700, 3270, 3110, 2300, 3330, 3470, 2650, 2760, have modified titles and/or descriptions.
4. Drop MASC 2110, 2223, 2233, 2900, 3310, 3760, 3970, 4110, 4350, and 4892 completely from the program.
5. Place new courses MASC 2250, 3840, and 4840 in the required core.
6. Place new course MASC 3030 in the required electives
7. Create Choose One Course From category and add MASC 1100, 2600, and 2690.
8. Remove Select One of the Following Courses category and move MASC 4970 to the required core.
9. Change required electives from 3 to 12 credits.
10. Remove MASC 1100, 2600, and 2690 from the required electives.

Reason(s) for the change(s):
As stated in form 1, these changes were made in response to the need to reduce total credits in the major, emphasize core skills and professional preparation. Required electives will allow student to better advance their knowledge and skills according to individual interest.

Note: In order to avoid hidden prerequisites, if a course is being dropped from this program (but not from the entire curriculum), please check for which remaining courses may include this dropped course as a prerequisite. Course prerequisites may be found in the online catalog (http://www.bemidjistate.edu/academics/catalog/). Remedies for hidden prerequisites may be found under Curriculum Forms at (http://www.bemidjistate.edu/faculty_staff/faculty_association/forms/).

Note: If a course from another department/program was either added to or dropped from this program, please notify the chair/coordinator of that course's department/program and indicate the following:
The course’s home department/program was notified of the addition or dropping of their course(s) on _________ (date) by ___________________ (mail, email, or phone).

Please check one of the items below:
No comments were received from other programs or departments within one week of the notification.

Comments were received within one week of the notification, and are attached.

**Note:** If this is a joint program, the signatures of both department chairs (and both deans, if different colleges) must be provided.

**Alert:** Attach a copy of the current program showing the marked changes. Please copy the current program from the online catalog ([http://www.bemidjistate.edu/academics/catalog/](http://www.bemidjistate.edu/academics/catalog/)) and paste it into Word. Then use either the Track Changes feature under Tools, or the underline and strikethrough Font feature under Format. (Please note that the Track Changes feature may be easily switched on and off by holding down the Ctrl+Shift+E keys.)
Mass Communication, B.S. major

Required Credits: **57**  **45**
Required GPA: 2.50

I REQUIRED CORE COURSES

COMPLETE THE FOLLOWING COURSES:
MASC 1500 Introduction to Mass Media (1 credit)
MASC 1840 Introduction to Media Writing  **2850 Media Writing I** (3 credits)
MASC 2110 Media Workshop I (1 credit)
MASC 2223 Audio Production (3 credits)
MASC 2233 Video Production (3 credits)
MASC 2243 Video Editing (3 credits)
MASC 2250 Media Production  **4 credits**
MASC 2460 Digital Photography (3 credits)
MASC 2650 Social Media Marketing (3 credits)
MASC 2700 Reporting and Writing  **3720 Media Writing II** (3 credits)
MASC 3110 Media Workshop II (1 credit)
MASC 3270 Media Theory and Criticism  **Media and Social Change** (3 credits)
MASC 3330 Audio/Video Studio Production
MASC 3450 Advanced Field Production (3 credits)
MASC 3460 Multimedia Production (3 credits)
MASC 3500 Media Design (3 credits)
MASC 3850 Media Ethics and Law (3 credits)
MASC 4110 Capstone Preparation (3 credits)
MASC 4350 Media Economics and Leadership (3 credits)
MASC 4892 Capstone Project (3 credits)
MASC 2780 Culmination (3 credits)
MASC 4840 Portfolio (1 credit)
MASC 4970 Internship (3 credits)

SELECT ONE OF THE FOLLOWING COURSES:
MASC 3970 Internship (3 credits)
MASC 4970 Internship (3 credits)
MASC 1100 Mass Media and Society (3 credits)
MASC 2600 Advertising (3 credits)
MASC 2690 Public Relations (3 credits)

II REQUIRED ELECTIVES
SELECT 3 **12** SEMESTER CREDITS OF ELECTIVES FROM THE FOLLOWING COURSES:
ENGL 3101 Advanced Writing (3 credits)
ENGL 3145 Writing Creative Nonfiction I (3 credits)
ENGL 3155 Professional Writing (3 credits)
ENGL 4146 Writing Creative Nonfiction II (3 credits)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MASC 1100</td>
<td>Mass Media and Society (3 credits)</td>
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<tr>
<td>MASC 2600</td>
<td>Advertising (3 credits)</td>
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<tr>
<td>MASC 2690</td>
<td>Public Relations (3 credits)</td>
<td></td>
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<tr>
<td>MASC 2330</td>
<td>Headwaters Film Fest (2 credits)</td>
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<td>MASC 2925</td>
<td>People and the Environment: Mass Media Perspectives (3 credits)</td>
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<td>MASC 3030</td>
<td>News Team (3 credits)</td>
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<td>MASC 3110</td>
<td>Media Workshop II (1 credit) Media Content Creation (1-3 credits)</td>
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<td>MASC 3150</td>
<td>Photojournalism (3 credits)</td>
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<tr>
<td>MASC 2300</td>
<td>Media Workshop II (1 credit) Media Content Creation (1-3 credits)</td>
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<td>MASC 3300</td>
<td>Independent Film (1 credit)</td>
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<td>MASC 3330</td>
<td>Audio/Video Studio Production Performance and Production (3 credits)</td>
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<td>MASC 3450</td>
<td>Advanced Field Production (3 credits)</td>
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<td>MASC 3460</td>
<td>Multimedia Production (3 credits)</td>
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<td>MASC 3310</td>
<td>Directing Visual Media (3 credits)</td>
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<td>MASC 3470</td>
<td>Multimedia Marketing Communication (3 credits)</td>
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<td>MASC 3480</td>
<td>Advanced Audio Production (3 credits)</td>
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<td>MASC 3500</td>
<td>Media Design (3 credits)</td>
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<td>MASC 2650</td>
<td>Social Media Marketing (3 credits)</td>
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<td>MASC 3650</td>
<td>Media Production for Social Entrepreneurship (3 credits)</td>
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<td>MASC 2760</td>
<td>Documentary Film (3 credits)</td>
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<td>MASC 3750</td>
<td>Communication History (3 credits)</td>
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<td>MASC 3760</td>
<td>Documentary Film Workshop (3 credits)</td>
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<td>MASC 3790</td>
<td>Screenwriting (3 credits)</td>
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<td>MASC 2900</td>
<td>Topics in Mass Communication (1-3 credits)</td>
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<td>MASC 3900</td>
<td>Topics in Mass Communication (1-3 credits)</td>
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<td>MASC 4330</td>
<td>Engineering for Electronic Media (3 credits)</td>
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<tr>
<td>MASC 4340</td>
<td>Digital Cinema (3 credits)</td>
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</table>
Mass Communication, B.S. major

Required Credits: 45
Required GPA: 2.50

I REQUIRED CORE COURSES

COMPLETE THE FOLLOWING COURSES:
MASC 1500 Introduction to Mass Media (1 credit)
MASC 2243 Video Editing (3 credits)
MASC 2250 Media Production (4 credits)
MASC 2460 Digital Photography (3 credits)
MASC 2780 Culmination (3 credits)
MASC 2850 Media Writing I (3 credits)
MASC 3270 Media and Social Change (3 credits)
MASC 3720 Media Writing II (3 credits)
MASC 3850 Media Ethics and Law (3 credits)
MASC 4840 Portfolio (1 credit)
MASC 4970 Internship (3 credits)

SELECT ONE OF THE FOLLOWING COURSES:
MASC 1100 Mass Media and Society (3 credits)
MASC 2600 Advertising (3 credits)
MASC 2690 Public Relations (3 credits)

II REQUIRED ELECTIVES

SELECT 12 SEMESTER CREDITS OF ELECTIVES FROM THE FOLLOWING COURSES:
MASC 2330 Headwaters Film Fest (2 credits)
MASC 2925 People and the Environment: Mass Media Perspectives (3 credits)
MASC 3030 News Team (3 credits)
MASC 3110 Media Content Creation (1-3 credits)
MASC 3150 Photojournalism (3 credits)
MASC 3300 Independent Film (1 credit)
MASC 3330 Performance and Production (3 credits)
MASC 3450 Advanced Field Production (3 credits)
MASC 3460 Multimedia Production (3 credits)
MASC 3470 Multimedia Marketing (3 credits)
MASC 3480 Advanced Audio Production (3 credits)
MASC 3500 Media Design (3 credits)
MASC 3600 Social Media Marketing (3 credits)
MASC 3650 Media Production for Social Entrepreneurship (3 credits)
MASC 3670 Documentary Film (3 credits)
MASC 3750 Communication History (3 credits)
MASC 3790 Screenwriting (3 credits)
MASC 3900 Topics in Mass Communication (1-3 credits)
or MASC 4900 Topics in Mass Communication (1-3 credits)
MASC 4330 Engineering for Electronic Media (3 credits)
MASC 4340 Digital Cinema (3 credits)
BSU Curriculum Forms

Form 5

Program Modification Form

Program to be modified: Marketing Communication, B.S. major

List all proposed change(s):
1. Reduce the total number of credits from 54 to 52
2. MASC 1840 modified to become MASC 2850 Media Writing I
3. MASC 3270 modified to become Media and Social Change
4. MASC 3470 modified to become Multimedia Marketing
5. MASC 4110 and 4892 removed from the major
6. MASC 2780 Culmination added to the major
7. MASC 4840 Portfolio added to the major
8. MASC 4970 Internship credits changed to 3-5
9. Add the word “required” to the line “SELECT 1 OF THE FOLLOWING COURSES, 3 credits”
10. Remove the “Required Elective-Complete any MASC elective at the 2000 level or above (3 credits) and put MASC 3600 Social Media Marketing (3 credits) into the required core.

Reason(s) for the change(s):
Update Marketing Communication major to include Mass Communication courses that have been modified or added to the Mass Communication program. Also internship credits are changed to provide the option for increased credits in MASC.

Note: In order to avoid hidden prerequisites, if a course is being dropped from this program (but not from the entire curriculum), please check for which remaining courses may include this dropped course as a prerequisite. Course prerequisites may be found in the online catalog (http://www.bemidjistate.edu/academics/catalog/). Remedies for hidden prerequisites may be found under Curriculum Forms at (http://www.bemidjistate.edu/faculty_staff/faculty_association/forms/).

Note: If a course from another department/program was either added to or dropped from this program, please notify the chair/coordinator of that course's department/program and indicate the following:
The course’s home department/program was notified of the addition or dropping of their course(s) on _________ (date) by __________________ (mail, email, or phone).

Please check one of the items below:
No comments were received from other programs or departments within one week of the notification.

Comments were received within one week of the notification, and are attached.

Note: If this is a joint program, the signatures of both department chairs (and both deans, if different colleges) must be provided.

Alert: Attach a copy of the current program showing the marked changes.
Please copy the current program from the online catalog (http://www.bemidjistate.edu/academics/catalog/) and paste it into Word. Then use either the Track Changes feature under Tools, or the underline and strikethrough Font feature under Format. (Please note that the Track Changes feature may be easily switched on and off by holding down the Ctrl+Shift+E keys.)
Marketing Communication, B.S. major

Required Credits: 54-52

Required GPA: 2.25

I REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:

• BUAD 3351 Management (3 credits)
• BUAD 3361 Marketing (3 credits)
• BUAD 3467 Advertising Management (3 credits)
• BUAD 3567 Consumer Behavior (3 credits)
• BUAD 3568 Personal Selling (3 credits)
• BUAD 3569 E-Marketing (3 credits)
• BUAD 4467 Marketing Research (3 credits)
• BUAD 4468 Marketing Management (3 credits)
• MASC 1840 Introduction to Media Writing
  MASC 2850 Media Writing I (3 credits)
• BUAD 3567 Consumer Behavior (3 credits)
• MASC 2600 Advertising (3 credits)
• MASC 2690 Public Relations (3 credits)
• MASC 2780 Culmination (3 credits)
• MASC 3270 Media Theory and Criticism
  MASC 3470 Multimedia Marketing Communication (3 credits)
• MASC 3500 Media Design (3 credits)
• MASC 4110 Capstone Preparation (3 credits)
• MASC 2650 3600 Social Media Marketing (3 credits)
• MASC 4892 Capstone Project (3 credits)
• MASC 4840 Portfolio (1 credit)

SELECT 1 OF THE FOLLOWING COURSES, 3 credits required:

• BUAD 4970 Internship (3-5 credits)
• BUAD 4970 Internship (1-12 credits)

II REQUIRED ELECTIVES

COMPLETE ANY MASC ELECTIVE AT THE 2000
LEVEL OR ABOVE (3 CREDITS)
Marketing Communication, B.S. major
Required Credits: 52
Required GPA: 2.25

I REQUIRED COURSES

COMPLETE THE FOLLOWING COURSES:
• BUAD 3351 Management (3 credits)
• BUAD 3361 Marketing (3 credits)
• BUAD 3467 Advertising Management (3 credits)
• BUAD 3567 Consumer Behavior (3 credits)
• BUAD 3568 Personal Selling (3 credits)
• BUAD 3569 E-Marketing (3 credits)
• BUAD 4467 Marketing Research (3 credits)
• BUAD 4468 Marketing Management (3 credits)
• MASC 2850 Media Writing I (3 credits)
• MASC 2600 Advertising (3 credits)
• MASC 2690 Public Relations (3 credits)
• MASC 2780 Culmination (3 credits)
• MASC 3270 Media and Social Change (3 credits)
• MASC 3470 Multimedia Marketing (3 credits)
• MASC 3500 Media Design (3 credits)
• MASC 3600 Social Media Marketing (3 credits)
• MASC 4840 Portfolio (1 credit)

SELECT 1 OF THE FOLLOWING COURSES, 3 credits required:
• BUAD 4970 Internship (1-12 credits)
• MASC 4970 Internship (3-5 credits)
BSU Curriculum Forms

Form 5

Program Modification Form

Program to be modified: Mass Communication, B.S. minor

List all proposed change(s):

1. MASC 1840 modified to become MASC 2850 Media Writing I
2. MASC 2223 and 2233 dropped for minor
3. MASC 2250 Media Production added to minor
4. MASC 2650 modified to become MASC 3600 Social Media Marketing
5. MASC 2700 Reporting and Writing modified to become 3720 Media Writing II
6. MASC 3470 modified to become Multimedia Marketing

Reason(s) for the change(s):
Update Mass Communication minor to match Mass Communication courses that have been modified or added.

Note: In order to avoid hidden prerequisites, if a course is being dropped from this program (but not from the entire curriculum), please check for which remaining courses may include this dropped course as a prerequisite. Course prerequisites may be found in the online catalog (http://www.bemidjistate.edu/academics/catalog/). Remedies for hidden prerequisites may be found under Curriculum Forms at (http://www.bemidjistate.edu/faculty_staff/faculty_association/forms/).

Note: If a course from another department/program was either added to or dropped from this program, please notify the chair/coordinator of that course's department/program and indicate the following:
The course’s home department/program was notified of the addition or dropping of their course(s) on ________ (date) by ___________________ (mail, email, or phone).

Please check one of the items below:

______ No comments were received from other programs or departments within one week of the notification.

______ Comments were received within one week of the notification, and are attached.

Note: If this is a joint program, the signatures of both department chairs (and both deans, if different colleges) must be provided.
Alert: Attach a copy of the current program showing the marked changes. Please copy the current program from the online catalog (http://www.bemidjistate.edu/academics/catalog/) and paste it into Word. Then use either the Track Changes feature under Tools, or the underline and strikethrough Font feature under Format. (Please note that the Track Changes feature may be easily switched on and off by holding down the Ctrl+Shift+E keys.)
Mass Communication *minor*

Required Credits: **21-18**
Required GPA: 2.50

I REQUIRED CORE COURSES

COMPLETE THE FOLLOWING COURSES:
MASC 1840 *Introduction to Media Writing*  
MASC 2850 *Media Writing I* (3 credits)
MASC 3850 Media Ethics and Law (3 credits)

SELECT 3 OF THE FOLLOWING COURSES:

- **MASC 2223 Audio Production** (3 credits)
- **MASC 2233 Video Production** (3 credits)
- MASC 2243 Video Editing (3 credits)
- **MASC 2250 Media Production** (4 credits)
- **MASC 2460 Digital Photography** (3 credits)
- **MASC 3030 News Team** (3 credits)
- **MASC 3110 Media Content Creation** (1-3 credits)
- **MASC 3150 Photojournalism** (3 credits)
- **MASC 3330 Performance and Production** (3 credits)
- **MASC 3460 Multimedia Production** (3 credits)
- **MASC 3480 Advanced Audio Production** (3 credits)
- **MASC 2650 3600 Social Media Marketing** (3 credits)
- **MASC 3670 Documentary Film** (3 credits)
- **MASC 2700 Reporting and Writing**  
**3720 Media Writing II** (3 credits)
- **MASC 3470 Multimedia Marketing Communication** (3 credits)
- **MASC 3500 Media Design** (3 credits)
- **MASC 3650 Media Production for Social Entrepreneurship** (3 credits)
- **MASC 3790 Screenwriting** (3 credits)
- **MASC 4340 Digital Cinema** (3 credits)

II REQUIRED ELECTIVES

SELECT **6-3** SEMESTER CREDITS FROM MASS COMMUNICATION COURSES AT THE 2000 LEVEL OR ABOVE
(Clean Copy)

Mass Communication *minor*

Required Credits: 18
Required GPA: 2.50

I REQUIRED CORE COURSES

COMPLETE THE FOLLOWING COURSES:
MASC 2850 Media Writing I (3 credits)
MASC 3850 Media Ethics and Law (3 credits)

SELECT 3 OF THE FOLLOWING COURSES:
MASC 2243 Video Editing (3 credits)
MASC 2250 Media Production (4 credits)
MASC 2460 Digital Photography (3 credits)
MASC 3030 News Team (3 credits)
MASC 3110 Media Content Creation (1-3 credits)
MASC 3150 Photojournalism (3 credits)
MASC 3330 Performance and Production (3 credits)
MASC 3460 Multimedia Production (3 credits)
MASC 3470 Multimedia Marketing (3 credits)
MASC 3480 Advanced Audio Production (3 credits)
MASC 3500 Media Design (3 credits)
MASC 3600 Social Media Marketing (3 credits)
MASC 3650 Media Production for Social Entrepreneurship (3 credits)
MASC 3670 Documentary Film (3 credits)
MASC 3720 Media Writing II (3 credits)
MASC 3790 Screenwriting (3 credits)
MASC 4340 Digital Cinema (3 credits)

II REQUIRED ELECTIVES

SELECT 3 SEMESTER CREDITS FROM MASS COMMUNICATION COURSES AT THE 2000 LEVEL OR ABOVE
BSU Curriculum Forms

Form 8

Signatures

Virgil Bakken / Professor of Mass Communication Department / 10.04.16
Proposer / Title / Date

Virgil Bakken / Department Chair of Mass Communication / 10.04.16
Chair or Director / Department or Program / Date

Note: "All departmental recommendations [on curriculum] must be reviewed and approved by the department's faculty."--IFO/MnSCU Master Agreement 2009-2011, 20.A.3 (p. 80).

Douglas Leif / Professor and Chair of Business Administration Department / 11.07.16
Dept. Chair of Joint Program in Marketing Communication / Date

Bonnie Higgins / Dean of College of Business / 11.15.16
Dean / College / Date
You're very welcome, and I wouldn't have asked for further explanation if department members hadn't requested it. Your explanation makes sense to me, and I'll pass it on to the English department.

Thanks for your quick response Lauren.

We will all still be advising students towards these classes, so I wouldn't anticipate you will see much change in our students taking your writing classes, with this curriculum change of ours.

Thanks,
Valica

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From: Lauren Cobb <LCobb@bemidjistate.edu>
Date: Monday, January 30, 2017 at 1:37 PM
To: Valica Boudry <vboudry@bemidjistate.edu>
Cc: Bridget Tews <BTews@bemidjistate.edu>
Subject: Re: Acknowledgment of curriculum revision notification

Hello Valica,

I hereby acknowledge your notification and explanation of your curriculum proposal. Thank you for responding to my colleagues' questions.

Best.

Lauren Cobb

Chair, Department of English

Bemidji State University

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From: Valica Boudry
Sent: Monday, January 30, 2017 1:32:34 PM
To: Lauren Cobb
Cc: Bridget Tews
Subject: Re: Acknowledgment of curriculum revision notification

Hi Lauren,
As I indicated, the classes listed are classes we think are valuable for our majors to take, and we will be advising them towards those classes. The classes themselves have nothing to do with why we dropped them.

We dropped them off our elective list because we went through a major curriculum revision this year. The number of credits in our major went from 57 credits to 45 credits. At this time we felt that majors needed to take all of their electives in our department to best prepare them for our field. That said, with the fewer number of major credits, that leaves students with room in their schedule to take classes from other departments. We will be advising student to use these other credit hours they have to take classes in other departments, such as yours or TAD, to further develop themselves based on the direction their career is going.

I hope this helps you understand our decisions, but please let me know if you have any other questions.

If you could please respond and acknowledge this email, that would be great. We need your acknowledgement of this further communication to move our curriculum proposal forward.

Thanks,
Valica

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From: Lauren Cobb <LCobb@bemidjistate.edu>
Date: Friday, January 27, 2017 at 8:21 AM
To: Valica Boudry <vboudry@bemidjistate.edu>
Subject: Acknowledgment of curriculum revision notification

Hello Valica,
Thank you for informing the Department of English of your proposed changes in curriculum. I shared your message with the department faculty, and am hereby acknowledging your notification.

Department faculty requested that I ask you why these English courses were dropped, and what sorts of English classes your department would like your students to take.

Best,
Lauren Cobb
Department of English
Bemidji State University

In our past curriculum, we had the following English classes listed under our electives:

ENGL 3101—Advanced Writing
ENGL 3145—Writing Creative Nonfiction
ENGL 3155—Professional Writing
ENGL 4146—Writing Creative Nonfiction
We will be removing those from our electives list, though please know we will still be encouraging appropriate students to take those classes. We think the classes are valuable classes and the decision to take them off our list of electives was due to other factors, not the importance or quality of the class.

If you could please respond to this email in the next day or two, that would be great. We need acknowledgement from you to move forward in the curriculum revision process. If you have any comments or concerns you would like to make in regards to this change, please include those in your email.

Thank you,
Valica