Mass Communications Courses

MASC 1100 Media and Society (3 credits)
This class explores how the media we use shifts our thoughts, feelings, behaviors, and societies. We will look into the history of and current practices in major media industries, including print, television, radio, film, music and social media. We will learn how media affect politics, society and culture and examine some of the ethical issues. We will also analyze how we use, consume, and create media every day. [Core Curriculum Goal Area(s) 5 & 9.]

MASC 1500 Making Media (1 credit)
This course introduces students to the field of mass media by exploring the variety of forms and processes that shape the media landscape; i.e. television, radio, cinema, print, podcasts, web-based streaming, etc. Students new to the Mass Communication major will also be introduced to a variety of student media opportunities including KBSU-TV, FM90, the Northern Student and the Headwaters Film Festival. [BSU Focus: Performance and Participation]

MASC 2243 Video Editing (3 credits)
Video editing is a skill that is in demand for almost every discipline. We'll emphasize storytelling, you'll develop or improve your video editing skills, and study the aesthetics of editing. External storage device required.

MASC 2250 Video Production (3 credits)
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. Prerequisite or Co-requisite: MASC 2243.

MASC 2460 Digital Photography (3 credits)
This course will move you from 'taking snapshots' to becoming a visual communicator. You will explore the aesthetic dimensions as well as the technical side of digital photography. Aesthetically, you will learn to 'see' with a camera and to create carefully composed, meaningful, quality images. On the technical side the focus will be on camera handling and photo editing techniques. You will also gain an understanding of the historical and current developments in the photography industry, as well as its role in social progress. Students learn to analyze and critique photography work to hone their visual literacy skills. All camera equipment is provided for students.

MASC 2600 Advertising and Culture (3 credits)
Advertising is everywhere and we are bombarded by a great number of mediated messages each day. This course examines the theoretical and practical aspects of advertising and gives an overview of the field. Students will gain an increased awareness of how advertising works, where it fits into the fabric of our society, and how it is used--sometimes ethically and sometimes not. The course incorporates lecture, discussion, and projects and students analyze print, broadcast and digital advertising.

MASC 2780 Career Pathways (3 credits)
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. Prerequisite(s): Mass Communication or Marketing Communication major

MASC 2850 Media Writing I (3 credits)
You will learn the basics of media writing, how to craft good stories, and to how to shape those stories to fit a variety of media, such as: news, marketing, public relations, broadcast, and social media.

MASC 2925 People of the Environment: Mass Media Perspectives (3 credits)
For both majors and non-majors. Theoretical aspects of the effect of the mass media on environmental processes. Students should gain an understanding of the complexity of the cultural, political, and economic forces that shape media coverage of the environment, and the importance of such an understanding to maintaining a sustainable global environment. The course is a discussion section of the interdisciplanary lecture on environmental issues for core curriculum. [**Core Curriculum Goal Area 10]

MASC 2970 Internship (3 credits)
Graded Satisfactory/Unsatisfactory only. Student internships may be either full-time or part-time in a public or private agency appropriate to the degree objective. Internships consist of closely supervised periods of service that are arranged in advance of the course registration. Students should consult their advisor concerning prerequisites.

MASC 3112 Broadcasting Practicum (1 credit)
Open to students of all majors, this practicum is designed to give students hands-on learning opportunities by working in television, radio and other broadcasting environments. Students may work with program creation, be on-air talent, or work on the production crew.

MASC 3150 Photojournalism (3 credits)
Based on solid photographic skills, this course will improve your knowledge and skills as a visual communicator. You will have in-depth practice of technical and aesthetic aspects of digital photography, you will become familiar with various categories of professional photojournalism, and you will develop your visual storytelling skills. You will also explore ethical as well as legal dimensions in a photojournalistic context, and how both may influence a professional¿s work. The course will provide a closer insight into the photojournalism industry. The outcome will be a digital portfolio that demonstrates your photojournalistic skills. Prerequisites: MASC 2460. (May not be offered every year.)

MASC 3260 Public Relations (3 credits)
Learn the strategic planning process of doing public relations work and how to create a public relations plan. Students will learn and apply the various tactics used by public relations professionals to meet organizational goals.

MASC 3270 Media and Social Change (3 credits)
This course examines how media organizations and social activists alike communicate their messages to wide audiences in order to achieve 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. Prerequisite(s): MASC 2850.

MASC 3330 Performance and Production (3 credits)
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. Prerequisite(s): MASC 2243, MASC 2250.

MASC 3350 Northern Student Magazine Practicum (1 credit)
Open to students of all majors, this practicum is designed to give students hands-on learning opportunities by working with the Northern Student magazine to learn the various aspects of print publishing. Students may write stories, do photography, or design page layouts. [BSU Focus: Performance and Participation]

MASC 3450 Advanced Video Production (3 credits)
An advanced media course in which students learn hands-on video production on-location and in-studio. Areas of study include documentary, advanced newsgathering, and experimental/music video. All projects are edited with non-linear computer systems and published to DVD and Web. Lab hours required. Prerequisite(s): MASC 2243, MASC 2250, or consent of instructor.

MASC 3500 Media Design (3 credits)
Good visual design is everywhere; from social media and ads, to mobile content and websites, to marketing reports and brochures. Learn and apply effective design principles and aesthetics to a variety of projects using Adobe InDesign, including interactive digital publishing. You will learn how culture factors into design choices to better understand the purpose behind designs. You will also learn to analyze and critique design work to hone your visual literacy skills. [Core Curriculum Goal Area(s) 6]; [BSU Focus: Performance and Participation]

MASC 3510 Podcasting 101 (3 credits)
This class is designed to teach you the audio skills needed to create a podcast from start to finish, and how to launch it to share it with listeners. You will learn how to edit audio and tailor your podcast to a target audience. You will learn to interview guests and tell stories that others want to hear. The course is open to all students of any major. No prior media experience needed. You will learn how to work with media equipment in a hands-on environment, enabling you to produce quality podcasts to get your message out to the world.

MASC 3600 Social Media Marketing (3 credits)
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.

MASC 3670 Documentary Film (3 credits)
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.)

MASC 3720 Media Writing II (3 credits)
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 2850.

MASC 3790 Screenwriting (3 credits)
This is specialized writing course in which students learn the process of writing a dramatic screenplay for film and digital cinema. Students learn to develop the critical dramatic elements that are central to a successful screenplay: characterization, plot development, and cinematic description. Each student develops and writes a screenplay that is formatted to film industry standards.

MASC 3850 Media Ethics and Law (3 credits)
This course introduces students to the study of media ethics and the principles of media law as they apply to the work of media and communications professionals in a variety of fields. Examines the principles on which American law is based and discusses the creation, interpretation and the role of law, while analyzing ethical issues through case studies concerned with different media, including advertising, film, photojournalism, print and broadcast journalism, public relations, television and World Wide Web. Introduces a variety of key issues in media law and ethics and demonstrates the complexities in reaching outcomes.

MASC 3900 Topics in Mass Communication (1-3 credits)
Study of a specific mass communication topic or development, person, or time period, with the specific title being announced in each semester's class schedule.

MASC 3970 Internship (1-12 credits)
Graded Satisfactory/Unsatisfactory only. Student internships may be either full-time or part-time in a public or private agency appropriate to the degree objective. Internships consist of closely supervised periods of service that are arranged in advance of the course registration. Students should consult their advisor concerning prerequisites.

MASC 4220 Multimedia Marketing (3 credits)
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. Prerequisite(s): MASC 2243 or TADD 3449.

MASC 4330 Engineering for Electronic Media (3 credits)
A very practical "mini course" in electronic fundamentals. Explores the basic theory of how things function in a broadcast environment. Practical use and repair of audio/video connectors, components, and circuitry. Reading of instruments, levels, and oscilloscope patterns in a television/radio studio. Techniques of soldering connectors, and cable repair used in everyday television/radio stations. Audio theory and components, as well as video signal operation. At the end of this course, students will have sufficient electronic knowledge to pass the FCC Amateur Radio license exam. This class builds confidence and understanding of broadcast operations. Lab hours required. Prerequisites: MASC 2250 or (TADD 3449 and TADD 3800).

MASC 4340 Digital Cinema (3 credits)
Introduction to the theory and practice of motion picture filmmaking as it applies to digital media. An interdisciplinary group of students work together to make short films that manifest their ideas and beliefs. Topics include familiarity with filmmaking equipment; basic cinematic techniques; converting ideas to images; the use of lighting, editing, and sound in cinema; scheduling, casting, and location scouting; and the role of acting, directing, and good storytelling in the filmmaking process. (Might not be offered every year.)

MASC 4840 Portfolio (3 credits)
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. Prerequisite(s): Mass Communication, Marketing Communication or Environmental Communication major and have senior status or consent of instructor.

MASC 4917 DIS Tchg Assoc | (1-2 credits)
Directed Independent Study | Teaching Associate

MASC 4970 Internship (1-12 credits)
Graded Satisfactory/Unsatisfactory only. Student internships may be either full-time or part-time in a public or private agency appropriate to the degree objective. Internships consist of closely supervised periods of service that are arranged in advance of the course registration. Students should consult their advisor concerning prerequisites.

All-University Courses

The course numbers listed below, not always included in the semester class schedule, may be registered for by consent of the advisor, instructor, or department chair, or may be assigned by the department when warranted. Individual registration requires previous arrangement by the student and the completion of any required form or planning outline as well as any prerequisites.

1910, 2910, 3910, 4910 DIRECTED INDEPENDENT STUDY
1920, 2920, 3920, 4920 DIRECTED GROUP STUDY
1930, 2930, 3930, 4930 EXPERIMENTAL COURSE
1940, 2940, 3940, 4940 IN-SERVICE COURSE
1950, 2950, 3950, 4950 WORKSHOP, INSTITUTE, TOUR
1960, 2960, 3960, 4960 SPECIAL PURPOSE INSTRUCTION
1970, 2970, 3970, 4970 INTERNSHIP
1980, 2980, 3980, 4980 RESEARCH
1990, 2990, 3990, 4990 THESIS