## Curriculum Proposal

### MASC 15-16 #22

<table>
<thead>
<tr>
<th>Course Modification</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.3 MASC 2110 Video Media Practicum (1 credit) to Media Workshop I; description change and prerequisite change</td>
</tr>
<tr>
<td>1.5 MASC 2130 Multimedia Practicum to Media Workshop II to MASC 3110 Media Workshop II(1 credit); description change and prerequisite change</td>
</tr>
<tr>
<td>1.7 MASC 2233 Video Production (3 credits); prerequisite/corequisite change</td>
</tr>
<tr>
<td>1.9 MASC 2600 Principles of Advertising (3 credits) to Advertising; description change</td>
</tr>
<tr>
<td>1.11 MASC 2650 Principles of Social Media (3 credits) to Social Media Marketing</td>
</tr>
<tr>
<td>1.13 MASC 2690 Principles of Public Relations (3 credits) to Public Relations; description change and prerequisite change</td>
</tr>
<tr>
<td>1.15 MASC 2700 Reporting and Writing (3 credits); description change</td>
</tr>
<tr>
<td>1.17 MASC 3330 Audio/Video Studio Production (3 credits); description change and prerequisite change</td>
</tr>
<tr>
<td>1.19 MASC 3450 Single Camera Field Production to Advanced Field Production (3 credits); description and prerequisite change</td>
</tr>
<tr>
<td>1.21 MASC 3460 Multimedia Production (3 credits); description change</td>
</tr>
<tr>
<td>1.23 MASC 3470 Multimedia Marketing Communication (3 credits); description change</td>
</tr>
<tr>
<td>1.25 MASC 3480 Advanced Audio Production (3 credits); description and prerequisite change</td>
</tr>
<tr>
<td>1.27 MASC 3500 Media Design (3 credits); description change</td>
</tr>
<tr>
<td>1.29 MASC 4110 Media Research Methods to Capstone Prep (3 credits)</td>
</tr>
<tr>
<td>1.31 MASC 4350 Media Management to Media Economics and Leadership (3 credits); description and prerequisite change</td>
</tr>
<tr>
<td>1.33 MASC 4892 Senior Thesis to Capstone Project (3 credits); description change and prerequisite change</td>
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<tr>
<th>New Course</th>
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<tbody>
<tr>
<td>1.35 MASC 2300 Independent Film (1 credit)</td>
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<tr>
<th>Course Drop</th>
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<tbody>
<tr>
<td>1.58 MASC 2120 Audio Media Practicum (3 credits)</td>
</tr>
<tr>
<td>1.59 MASC 2190 International Communication (3 credits)</td>
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<tr>
<td>1.60 MASC 3107 Politics and the Media Workshop (1-3 credits)</td>
</tr>
<tr>
<td>1.61 MASC 3340 Editing (3 credits)</td>
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<tr>
<td>1.62 MASC 3770 Ethnographic Reporting (3 credits)</td>
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<tr>
<th>Program Modification</th>
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<tbody>
<tr>
<td>1.63 Mass Communication, B.S. major</td>
</tr>
<tr>
<td>1.67 Marketing Communication, B.S. major</td>
</tr>
<tr>
<td>1.70 Mass Communications minor</td>
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<tr>
<th>Signatures</th>
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BSU Curriculum Forms

Form 1

Curriculum Modification Summary

College: College of Business, Technology & Communication
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 modest 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 14 courses. These modifications will provide several advantages to students including:

- The modification of 2 practicums will give students the opportunity to practice and sharpen essential professional media skills in a collaborative setting.
- “Select from” categories are being removed to simplify and better support core curriculum.
- Create greater clarity for sequencing of courses in the B.S. Mass Communication and Marketing Communication degrees. This will make it easier for students to follow the correct course sequence, build collectively off the skills they learn in other courses, and finish the degree programs in a timely manner.

NOTE: New and modified courses have little effect on the department’s current faculty load. Removing “select from” categories within the programs makes faculty loads and course scheduling easier to manage and maintain. These modifications greatly modernize our programs and better prepare students for work in the field of communication.

Modifications proposed (specify number of each):

- 15 Course Modification(s) (form 2)
- 4 New Course(s) (form 3)
- 5 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
- X 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 2110**
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: **Video Media Practicum**
Proposed Course Title, if different: **Media Workshop 1**

Current Course Description: The Video Media Practicum is a practical application workshop class offering experiential learning in a quasi-professional media setting. Students will learn and apply knowledge and decision-making skills in various ways in a video production environment. A written agreement with the instructor prior to registration is required in order to receive 1 credit during one semester. **Prerequisite:** MASC 2233

Proposed Course Description, if different: This workshop is designed to give students hands-on learning opportunities by working for the student media. Students will work with the Northern Student magazine and website, KBSU-TV television station and FM-90 radio station. Students work with story and program creation, or on the business and advertising side of the student media. Class is ideal for freshman and sophomores.

Current Credits: **1**
Proposed Credits, if different:

Current Prerequisite(s):
  Undergraduate: **MASC 2233**
  Graduate:
Proposed Prerequisite(s), if different:
  Undergraduate: **No prerequisites**
  Graduate:

1) Reason(s) for change(s): Changing the course name and description to sound more student friendly, up-to-date, and more inclusive of the wide variety of projects students do in this class.

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/](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:

___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 2130
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate: MASC 3110
   Graduate:

Current Course Title: Multimedia Practicum
Proposed Course Title, if different: Media Workshop 2

Current Course Description: The Multi-Media Practicum is a practical application workshop class offering experiential learning in a quasi-professional media setting. Students will learn and apply knowledge and decision-making skills in various ways in a multi-media production environment. A written agreement with the instructor prior to registration is required in order to receive 1 credit during one semester. Prerequisite: MASC 1840

Proposed Course Description, if different: 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

Current Credits: 1
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: MASC 1840
   Graduate:
Proposed Prerequisite(s), if different:
   Undergraduate: MASC 2110
   Graduate:

1) Reason(s) for change(s): Changing the course name and description to sound more student friendly, up-to-date, and more inclusive of the wide variety of projects students do in this class.
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),
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   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:

   ___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.
Course Modification Form

Current Course Number(s):
   Undergraduate: 2233
   Graduate: 
Proposed Course Number(s), if different:
   Undergraduate: 
   Graduate: 

Current Course Title: Video Production
Proposed Course Title, if different:

Current Course Description: Theoretical and applied aspects of video communication, including international television systems. Exploration of all areas of television and delivery are discussed in detail. Creative development, including basic scriptwriting, are offered with practical opportunities for skill building in a studio setting. Students are also introduced to studio production and basic digital video editing concepts. The course incorporates lecture, demonstrations, and studio assignments. Lab hours required.

Proposed Course Description, if different:

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s): None
   Undergraduate: 
   Graduate: 
Proposed Prerequisite(s), if different: Prerequisite or Corequisite: 2243
   Undergraduate: 
   Graduate: 

1) Reason(s) for change(s): Adding the Prerequisite/Corequisite MASC 2243 so it is taken at the same time or before MASC 2233. This will ensure both MASC 2243 and MASC 2233 are completed prior to MASC 3450.

2) May this modified course replace the current course for students remaining in the old curriculum? Yes _____ 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 2600
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: Principles of Advertising
Proposed Course Title, if different: Advertising

Current Course Description:
Theory aspects of advertising processes: an overview of the field, concentrating on the sociological aspects. Students should 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 and discussion, and students gain appreciation for advertising techniques through weekly analysis of both print and broadcast advertising.

Proposed Course Description, if different:
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.

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 current title is an out of date title. The current title is being used most frequently by journalism schools. Our program with the inclusion of Marketing Communication majors is much broader.**

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/](http://www.bemidjistate.edu/academics/catalog/) and choose the most recent catalog(s),
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   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:

___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 2650
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate:
   Graduate:

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

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): New course title is more representative of course content than the old title.

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:
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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:

___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): MASC 2690
  Undergraduate:
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: Principles of Public Relations
Proposed Course Title, if different: Public Relations

Current Course Description: Principles related to public relations: The history/development of public relations, the basic concepts of effective public relations, and ethical practices of public relations. Students learn analysis/critique of public relations in contemporary society. Students focus on understanding how to conduct publicity campaigns, on public relations as a strategic communication, and on problem solving processes involving the application of key principles. Prerequisites: MASC 1840

Proposed Course Description, if different: 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.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
  Undergraduate: MASC 1840
  Graduate:
Proposed Prerequisite(s), if different:
  Undergraduate: No Prerequisites
  Graduate:

1) Reason(s) for change(s): Changing the course name and description to sound more student friendly and up-to-date.

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/](http://www.bemidjistate.edu/academics/catalog/) and choose the most recent catalog(s),
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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:

___ 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 2700  
   Graduate:  
Proposed Course Number(s), if different:  
   Undergraduate:  
   Graduate:  

Current Course Title: Reporting and Writing  
Proposed Course Title, if different:

Current Course Description:  Applied aspects of reporting, researching and writing stories for the mass media. Students shall gain competency in gathering and synthesizing data and producing written news stories in a timely manner. Lectures, discussion and projects cover the techniques of gathering information from a variety of sources and writing it in various news formats. The course may require working with campus media. Prerequisite: MASC 1840

Proposed Course Description, if different: 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

Current Credits: 3  
Proposed Credits, if different:

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

1) Reason(s) for change(s): Changing the course description to sound more student friendly and up-to-date.

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

   ___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 3330**
   Graduate:

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

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

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 and MASC 2233.

Proposed Course Description, if different:
   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.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: **MASC 2223 and MASC 2233**
   Graduate:

Proposed Prerequisite(s), if different:
   Undergraduate: **MASC 2223, MASC 2233, and MASC 2243**
   Graduate:

1) Reason(s) for change(s): **Add one additional prerequisite.**

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/](http://www.bemidjistate.edu/academics/catalog/) and choose the most recent catalog(s),
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   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:

   ___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 3450
- Graduate:
Proposed Course Number(s), if different:
- Undergraduate:
- Graduate:

Current Course Title: Single Camera Field Production
Proposed Course Title, if different: Advanced Field Production

Current Course Description:
An advanced media course in which students learn hands-on, single camera production on-location. Areas of study include cinema verite, documentary, advanced news gathering, and experimental/music video. All projects are edited with non-linear computer systems and published to DVD and Web. Lab hours required. Prerequisite: MASC 2233.

Proposed Course Description, if different:
An advanced media course in which students learn hands-on, single camera production on-location. Areas of study include documentary, advanced news gathering, and experimental/music video. All projects are edited with non-linear computer systems and published to DVD and Web. Lab hours required. Prerequisites in this order or concurrently: MASC 2243 and MASC 2233.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
- Undergraduate: MASC 2233
- Graduate:
Proposed Prerequisite(s), if different:
- Undergraduate: MASC 2243 and MASC 2233
- Graduate:

1) Reason(s) for change(s): To simplify course title and update course description regarding prerequisites
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:

   _____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 3460**
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: **Multimedia Production**
Proposed Course Title, if different:

Current Course Description: Understanding of current technology, techniques, and design theories for conceptualizing and using multiple media for story-telling. Students blend photography, audio, video, and text to produce a journalistic multimedia project.

Prerequisites: MASC 1840, MASC 2223, MASC 2233, MASC 2243, MASC 2460

Proposed Course Description, if different: Learn how to conceptualize and create multimedia projects. This course gives instruction on how to research and produce content across platforms using video, photos, audio and text to create in-depth projects. Prerequisites: MASC 1840, MASC 2223, MASC 2233, MASC 2243, MASC 2460

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
  Undergraduate: MASC 1840, MASC 2223, MASC 2233, MASC 2243, MASC 2460
  Graduate:
Proposed Prerequisite(s), if different:
  Undergraduate:
  Graduate:

1) Reason(s) for change(s): **Changing the course description to sound more student friendly and up-to-date.**

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:

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

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

Current Course Description: This course focuses on reaching potential customers through the use of multimedia content marketing. You will learn how to create multimedia content that delivers information about your product or services to your target audience at a time when they are open to receiving it. While we will be working with content marketing concepts during the semester, the main focus is on the production of multimedia content as a tool to assist marketing goals.

Proposed Course Description, if different: 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.

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 description to sound more student friendly and up-to-date.

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/](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:

___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 3480
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: Advanced Audio Production
Proposed Course Title, if different:

Current Course Description:
This course emphasizes the techniques of advanced audio production; hands-on experience in the script writing, multiple-source audio recording, and multi-track editing and production. Students should be able to use the techniques learned in this class to produce advanced audio documentaries, advertisements, information programs, audio dramas, or sound tracks for film and video. In addition to some lecture and demonstration, this course involves much hands-on experience. A considerable amount of laboratory time is devoted to completing audio productions. You will create your own audio productions in order to gain hands-on experience in the creative process in a studio and on-location. You will also gain an understanding of the collaborative nature of video production by working on a production crew with other class members. Prerequisites: MASC 2223 and MASC 2243.

Proposed Course Description, if different:
This course emphasizes the techniques of advanced audio production through hands-on experience in script writing, multiple-source audio recording, and multi-track editing. Students will be able to use the techniques learned in this class to produce advanced audio documentaries, advertisements, audio drama or sound tracks for film and video. In addition to lecture and demonstration, this course involves one-on-one, hands-on experience learning. A considerable amount of laboratory time is devoted to completing assigned audio productions. Each student will become proficient at the creative production process in-studio and on-location. The student will master their vocal abilities and become proficient at the production of creative audio ads. This course builds confidence in your production ability. Prerequisite: MASC 2223

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
  Undergraduate: MASC 2223 and MASC 2243
Graduate:
Proposed Prerequisite(s), if different:
Undergraduate: **MASC 2223**
Graduate:

1) Reason(s) for change(s): **Updated course description and prerequisites.**

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:
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   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:

(__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 3500
Graduate:
Proposed Course Number(s), if different:
Undergraduate:
Graduate:

Current Course Title: Media Design
Proposed Course Title, if different:

Current Course Description: Study and application of the elements of design used in producing magazines, newspapers, and corporate communication pieces such as brochures and newsletters, as well as basic design for online content. Students work with current desktop publishing software and learn production principles and considerations in creating communication pieces.

Proposed Course Description, if different: Good visual design is everywhere; from ads and magazines, to mobile content and websites, to marketing reports and brochures. Learn and apply effective design principles to a variety of projects using Adobe InDesign. Also learn the basics of interactive digital publishing.

Current Credits: 3
Proposed Credits, if different:

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

1) Reason(s) for change(s): Changing the course description to sound more student friendly and up-to-date.

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:

   ____ 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 4110
   Graduate:

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

Current Course Title: Media Research Methods
Proposed Course Title, if different: Capstone Preparation

Current Course Description: Assists students in turning research questions into substantive research designs with understanding of the concepts involved. This course focuses on 1) survey of methods for investigating mass communication processes and effects; 2) practice of survey research, including planning, sampling, interviewing, and analysis of data; and 3) introduction to quantitative and qualitative research methods. Other goals are to develop a deeper appreciation of research strategies and decisions and to make students aware of the variety of available research and analysis techniques.

Proposed Course Description, if different: Students develop a project proposal for the Capstone Project class. This includes a focus on 1) a survey of methods for investigating mass communication processes and effects; 2) practice of survey research, including planning, sampling, interviewing, and analysis of data; and 3) an introduction to quantitative and qualitative research methods. Projects may include, but are not limited to, in-depth media projects, thesis papers, marketing plans and documentaries. Students will create both the written proposal, as well as the critical/research/conceptual component of their project during this class. Proposal must be approved by Mass Communication Department to be able to move on to Capstone Project.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: MASC 1840 and junior or senior status
   Graduate:

Proposed Pre/Co-requisite(s), if different:
   Undergraduate: MASC 3270 (may be taken concurrently) and Senior status
   Graduate:
1) Reason(s) for change(s): Changing the course name and description to sound more student friendly, up-to-date, and more inclusive of the wide variety of projects students do in this class.

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.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:

   ___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 4350
Graduate:
Proposed Course Number(s), if different:
Undergraduate:
Graduate:

Current Course Title: Media Management
Proposed Course Title, if different: Media Economics and Leadership

Current Course Description:
Explores information theory and how all forms of media dissemination revolve around this concept. Emphasis on broadcasting operations and the study of departments within a management organization. Functionality, creativity, and control of new media. Relationships of media resources to the general public and government regulation. The primary role of sales and marketing to any form of media dissemination is explored in relation to the structure of the broadcasting business in general. This class contains a heavy writing and presentation element as well as trips to area broadcast stations. Prerequisite: MASC 3330.

Proposed Course Description, if different:
This course explores how the economics of convergent media and emerging forms of dissemination drive changes in the way media related companies do business. Areas of study include organizational structure and management, entrepreneurship and leadership practices and the effects economic models in media related businesses. This class contains a significant writing and presentation element as well as trips to area broadcast stations and media businesses.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
Undergraduate: MASC 3330
Graduate:
Proposed Prerequisite(s), if different:
Undergraduate: No Prerequisites
Graduate:

1) Reason(s) for change(s): This course modification better represents the significant technological changes in media management and consequently its relevance to our curriculum.

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:

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 4892
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate:
   Graduate:

Current Course Title: Senior Thesis
Proposed Course Title, if different: Capstone Project

Current Course Description: Students focus on a culminating thesis or project that addresses a specific topic or area of research and interest in mass communication. Using the appropriate methodology, students pursue, in depth, literature and current research in order to support their thesis. Students may elect to do either an academic research paper or media project that supports their thesis and demonstrates an understanding of their research project. Prerequisites: MASC 4110 and junior or senior status

Proposed Course Description, if different: Students will carry out the project proposal they created during Capstone Preparation class. They will present their project and demonstrate a thorough understanding of their topic during an oral presentation. Prerequisites: MASC 3270, MASC 4110 and senior status

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: MASC 4110 and junior or senior status
   Graduate:
Proposed Prerequisite(s), if different:
   Undergraduate: MASC 3270, MASC 4110 and senior status
   Graduate:

1) Reason(s) for change(s): Changing the course name and description to sound more student friendly, up-to-date, and more inclusive of the wide variety of projects students do in this class.

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.bemidji.edu/academics/catalog/](http://www.bemidji.edu/academics/catalog/) and choose the most recent catalog(s),
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   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:

   ___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 3
Updated: 9.19.15

New Course Form

Course Number:
   Undergraduate: MASC 2300
   Graduate:

Course Title: Independent Film

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.

Credits: 1 Credit

Prerequisite(s):
   Undergraduate: None
   Graduate:

1. Reason(s) for creating this course: This course has been taught successfully as an experimental course. In this online course, students learn to evaluate and analyze independent film, and then apply their knowledge to new content as audience members at the Headwaters Film Festival in the spring of each year.

2. How often will this course be offered? Once per year – spring semester.

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

Students will

- evaluate and analyze feature length films categorized as Independent Films using the four-dimension film analysis technique (technical, dramatic, generic, and business).
- create two informal written reviews using terminology used in class for two of the short films viewed at the Headwaters film festival
- create formal written reviews for two of the films viewed at the Headwaters Film Festival using the four-dimension analysis technique.
4. What are the major content areas for the course?
Several genres of Independent films will be studied -- crime, documentary, drama, animation and comedy.
Independent film terminology including aesthetics, history, production techniques, and production personal.
Four dimension analysis technique
Students will attend the Headwaters Film Festival and apply their knowledge to new content.

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

6. If this course is intended primarily for off-campus delivery (not offered on campus), what delivery mechanism will be used? Offered through D2L with two in person meetings.

7. What is the projected maximum class size (cap)? 25

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

   The films are delivered through D2L from Swank Digital Campus to track viewing and to ensure that students view the films.

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).

   MASC Program/Courses are approved for differential tuition

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.
Independent Film
MASC 2300, Spring 2016
1 Credit Online course
with two class meetings at the
Bemidji State University Headwaters Film Fest.
Choose one session on each day on April 1st and 2nd (required)

Professor: Debra Sea
Office: Bangsberg 214
Phone: 218-755-3358
Email: dsea@bemidjistate.edu

Office hours: Mondays: 9-10AM and 3-4 PM, Tuesdays: 9-10AM and 2:30-3:30PM, Wednesdays: 9-10AM, Thursdays 9-10AM and 1:30-3:30PM and Fridays from 3-4PM.

PLEASE READ THIS DOCUMENT CAREFULLY

Are you tired of seeing the same old movies that are coming out of Hollywood? Take this course to see something new! We’ll view and analyze independent films created outside of the Hollywood system. We’ll examine the history, techniques and aesthetics, and the business side of independent filmmaking. This course culminates by actively attending the Headwater’s Film Festival, April 1st and 2nd (this is required).

Course Description:

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

Learning Objectives:
Students will:

- evaluate and analyze feature length films categorized as Independent Films using the four-dimension film analysis technique (technical, dramatic, generic, and business).
- create informal written reviews using terminology used in class for two of the short films viewed at the Headwaters film festival
- create formal written reviews for two of the films viewed at the Headwaters Film Festival using the four-dimension analysis technique.
**Method of instruction:**
This class is taught online through D2L – you will review lecture material, view movies, complete the recommended worksheet and take a quiz for each movie. Then you will attend events of the Headwaters Film Festival and use the content covered in the class to write informal and formal written reviews.

**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:**
We would like to make sure that all the materials, discussions and activities that are part of the course are accessible to you. If you would like to request accommodations or other services, please forward your request as soon as possible. It is possible to contact Disability Services, Bangsberg Hall, 101. Phone: 218/755-3883 or E-mail address Disabilityservices@bemidjistate.edu. Also available through the Minnesota Relay Service at 1-800-627-3529.

**Late assignments:**
Deadlines are critical in the media business. Late assignments are not accepted except in the case of documented emergencies. Documentation must be provided within 7 days.

**Assignments and Grading Info**

1. **Quizzes (60%)** – Five quizzes – each is worth 12%.

   Here’s how this works – there will be lectures, short “readings,” movies and quizzes. To keep you on track -- every two weeks, a new module will be released. The module will contain lecture content, a worksheet and the link to a movie. You will have two weeks to review the lecture, read the material, view the movie, complete the worksheet AND then take the quiz.

   Quizzes will be open note and open book – but will be timed. Each quiz will take 30 to 60 minutes to complete. Completing the worksheet is essential and will greatly assist you in getting a good grade on the quiz.

2. **Participation and community building using the Yellowdig Discussion board (15%)**

   Each week, you’ll post an article or a video from a prompt provided by your instructor. You’ll comment **meaningfully** on two of your classmate’s posts. In
order to receive full credit, your post and comments must be a minimum of 40 words.

3. *Headwaters Film Festival attendance & short write-up (15%).*

You are required to attend and check in two events of the Headwaters Film Festival – one on each day. In addition, you will write a paragraph on two films screening using at least two of terms covered in class. Film Festival events will be scheduled in 50 - minute blocks – from 2:00 – 4:00 PM and from 5:30 – 7:30 PM. **Attending the festival is required.** You’ll choose one of the blocks each day to attend. If you are not able to attend the festival, please drop the class. Plan ahead and talk to your other instructors early in the semester if you have a schedule conflict!

4. *Formal Written Film Review of two films viewed at the Headwaters Film Festival (10%).*

Write a formal film review for two of the films using the five dimensions presented in class.

**Point values are subject to change**

<table>
<thead>
<tr>
<th>Quizzes</th>
<th>60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation and community building (Yellowdig)</td>
<td>15%</td>
</tr>
<tr>
<td>Headwaters Film Festival Attendance + write-ups (required)</td>
<td>15%</td>
</tr>
<tr>
<td>Formal Film Reviews</td>
<td>10%</td>
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<td>100%</td>
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</table>

Your grade will be determined as a percentage: over 90% is an “A,” 80% ‘B’ and so on.
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
  Undergraduate: MASC 2330
  Graduate:

Course Title: Headwaters Film Fest

Course Description: Event planning is a sought after skill. Students work in teams to plan and organize the programming, hospitality, fundraising, communication, promotion, judging management and technical parts of a large event - the Headwaters Film Fest.

Credits: 2

Prerequisite(s):
  Undergraduate: None
  Graduate:

1. Reason(s) for creating this course: This course has been taught successfully as a MASC topics course. This experiential learning course enables students, especially marketing communication majors, to develop skills and get hands on experience planning and implementing a large event – The Headwaters Film Fest.

2. How often will this course be offered? Once per year in the spring.

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

  - work together collaboratively as a productive team for an assigned area (this is a 21st century skill that is in great demand).
    Areas include: Director, Programming, Judging Management, Communication, Promotion, Hospitality, Technical, and Development/Sponsorship.
  - develop and establish written ground and operational rules for working together.
  - research, create, present and execute a plan and timeline for their area using standard project management techniques.
  - research, develop and present budgets for their plan – zero budget, low budget and dream budget.
  - screen, evaluate and critique Headwaters Film Fest student entries.
  - students will select the student films that will be screened and will determine the prize winners.
4. What are the major content areas for the course?

Event planning and implementation for a large event – The Headwaters Film Fest.
Working collaboratively as productive teams.
Planning using standard project management templates and techniques.
Evaluating and critiquing student entries to the Headwaters Film Fest.

5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned? Yes – repeatable for a total of 6 credits.

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)? 25

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

Debra Sea (certified Project Management Professional by the Project Management Institute since 2002)
Valica Boudry
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?

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).

MASC Program/Courses are approved for differential tuition

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.
Headwaters Film Fest  
MASC 2330, Spring 2016 – 2 Credits  
MW 10 – 10:50 – Bangsberg 119

Professor: Debra Sea  
Office: Bangsberg 214  
Phone: 218-755-3358  
Email: dsea@bemidjistate.edu  

Office hours: Mondays 9-10AM and 3-4 PM, Tuesdays 1:30-3:30PM, Wednesdays 9-10AM, Thursdays 9-10AM and 3-4PM and Fridays from 3-4PM.  

Or by appointment. Email is the best way to get in touch. I generally respond quickly on weekdays – and will respond within 24 hours on the weekdays.

PLEASE READ THIS DOCUMENT CAREFULLY

COURSE DESCRIPTION:

Event planning is a sought after skill. Students work in teams to plan and organize the programming, hospitality, fundraising, communication, judging management and technical parts of a large event - the Headwaters Film Fest.

This is an experiential learning class – students learn develop skills and get experience planning and implementing a large event – The Headwaters Film Fest.

LEARNING OBJECTIVES:  
Students will:  
- work together collaboratively as a productive team for an assigned area (this is a 21st century skill that is in great demand).  
  Areas include: Director, Programming, Judging Management, Communication, Promotion, Hospitality, Technical, and Development/Sponsorship.  
- develop and establish written ground and operational rules for working together.
• research, create, present and execute a plan and timeline for their area using standard project management techniques and templates.
• research, develop and present budgets for their plan – zero budget, low budget and dream budget.
• screen, evaluate and critique Headwaters Film Fest student entries.
• students will select the student films that will be screened and will determine the prize winners.

CLASS GOALS:
• We become comfortable using a planning process that we can use for most anything and everything after this class.
• We communicate clearly and effectively with each other.
• We follow through on our agreements.
• We keep our cool (as best we can) when things go awry or when they don’t turn out as expected.
• We have a GREAT time! (I’m hoping for a LOT of laughter!)

METHOD OF INSTRUCTION

This is an experiential learning class – where students learn by doing.

ATTENDANCE POLICY: Attendance is MANDATORY for this class. You are allowed two unexcused absences and then your grade will be docked -1/3 grade for each absence. Absences may be excused in the case of emergencies. Documentation must be provided within 7 days. Deadlines are critical in the event planning business. Late assignments are not accepted except in the case of emergencies and documentation must be provided.

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
We would like to make sure that all the materials, discussions and activities that are part of the course are accessible to you. If you would like to request accommodations or other services, please forward your request as soon as possible. It is possible to contact Disability Services, Bangsberg Hall, 101. Phone: 218/755-3883 or E-mail address Disabilityservices@bemidjistate.edu. Also available through the Minnesota Relay Service at 1-800-627-3529.
GRADING AND ASSIGNMENTS

1. *Participation/Cooperation* – 20%. Students actively participate in the class by working together collaboratively to create and implement plans and evaluate the submissions. You'll receive points for participating and for resolving conflicts. Note that a minimum of 12 hours of work time is expected spread out over March 31, April 1 and April 2. This is the best part!

2. *Research and create written plan and timeline* – 30%. Students work together to create a plan for their area using standard project management templates. Complete the worksheet – which includes questions to be answered, goals to be accomplished, description of how you will accomplish the goals, itemized task list and three budgets (zero, low, and dream). Each team will meet with the instructor and Film Festival Director the week of February 16th outside of class (I know the 16th is a holiday.)

3. *Present the plan* – 10%. Each group will formally present their plan to the class using PowerPoint or Prezi. Everyone in the class will provide feedback for your plan. Presentations are February 22nd and 24th.

4. *Execute the Plan* (30%): Using your plan – complete the tasks and get ready for the festival. Includes adapting the plan when things go awry (and they will!).

5. *Evaluate the Plan* (10%): Each team will create a written evaluation of their plan and the implementation. What worked well? What could be improved? What ideas does your team have for next year? Each team will present at the debrief, the week after the festival and the entire class will participate.

Summary:

<table>
<thead>
<tr>
<th>Participation</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Written Plan and Timeline</strong></td>
<td>30%</td>
</tr>
<tr>
<td>Plan Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Plan Execution</td>
<td>30%</td>
</tr>
<tr>
<td>Plan Evaluation</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
</tr>
</tbody>
</table>

Your grade will be determined as a percentage: over 90% is an “A,” 80% ‘B’ and so on.
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
   Undergraduate: MASC 3650
   Graduate:

Course Title: Media Production for Social Entrepreneurship

Course Description:

Are you passionate about solving social and environmental problems? We'll study social entrepreneurship -- a rapidly growing field that uses standard business methods to address problems. You'll work collaboratively to create a business model, pitch and video to promote your business.

Credits: 3

Prerequisite(s):
   Undergraduate: None
   Graduate:

1. Reason(s) for creating this course: Students very much want to make a difference in the world – but many do not know how to go about this. This course introduces social entrepreneurship, business concepts and fundraising through a media production project and business concepts to students as another way to make a difference.

2. How often will this course be offered? Once per year in the fall.

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

   - identify, research and describe the social issues the student cares the most about.
   - define social entrepreneurship and common business models and describe specific examples of successful ventures.
   - analyze and evaluate successful social entrepreneurship ventures.
   - plan and implement an assignment that makes the world a better place for people you do not know.
   - create a viable social entrepreneurship business model to address a social issue.
   - create short digital projects to record the make a difference project and promote the business model.
4. What are the major content areas for the course?

**Social issues**  
**Social entrepreneurship**  
**Common business models**  
**Wordpress Website creation**  
**Video Project Production**

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?

**Debra Sea**  
**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? **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).  

**MASC Program/Courses are approved for differential tuition**

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.
Course Information:

**Media Production for Social Entrepreneurship**
MASC 3650, Fall 2015
Course Meeting Time: 10 – 10:50 AM, MWF,
Course Meeting Location: Library – Room L122

Professor: Debra Sea
Office: Bangsberg 214
Phone: 218-755-3358
Email: dsea@bemidjistate.edu

**In BG 214** office hours – Mondays: 3-4 PM, Tuesdays: 9-10AM & 3-4 PM,
Thursdays 2-4 PM, Fridays 3-4 PM

**Online office hours** – MWF – 8:30 – 9:30 AM
**Near L122 office hour** – Thursdays 11:30 to 12:30 PM.

**Text**
*How to Change the World. Social Entrepreneurs and the Power of New Ideas.*

**Course Description:**
Are you passionate about solving social and environmental problems? We’ll study social entrepreneurship -- a rapidly growing field that uses standard business methods to address problems. You'll work collaboratively to create a business model, pitch and video to promote your business.

**PLEASE READ THIS DOCUMENT CAREFULLY**

**Purpose of course:**
This course is designed to introduce undergraduates to social entrepreneurship concepts. It’s a media production class – so you will have the opportunity to plan, and create digital projects.

**Prerequisites/Corequisites:** None

**Areas of study:**
1. Digital/Multimedia – we will gain and develop skills for analyzing and critiquing digital work, and learn to use wordpress.com, a content management system (CMS) that is widely used in business to post digital assignments.
3. The Make a Difference assignment will provide you the opportunity to evaluate the amount of effort it takes to make an impact on people’s lives.
4. Social Entrepreneurship – understand the basic concepts, and then create a business model and create a digital project.
Student Learning Outcomes:
Students will:
1. identify, research and describe the three social issues the student cares the most about.
2. define social entrepreneurship and common business models and describe specific examples of successful ventures.
3. analyze and evaluate successful social entrepreneurship ventures.
4. plan and implement an assignment that makes the world a better place for people you do not know.
5. create a viable social entrepreneurship business model to address a social issue.
6. create short digital projects to record the make a difference project and promote the business model.

Method of instruction:
This class is taught primarily as lecture, classroom activities, discussion, and individual and group projects.

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:
We would like to make sure that all the materials, discussions and activities that are part of the course are accessible to you. If you would like to request accommodations or other services, please forward your request as soon as possible. It is possible to contact Disability Services, Bangsberg Hall, 101. Phone: 218/755-3883 or E-mail address Disabilityservices@bemidjistate.edu. Also available through the Minnesota Relay Service at 1-800-627-3529.

Late assignments:
Deadlines are critical. Because of this, there will be a penalty assessed for late work – 50% available points.

Attendance is required for this class. Most of the projects are group projects with time given to work in class – if you are absent, you cannot contribute the group.

Assignments and Grading Info

Here are the expectations for this class:
Projects – there are two major projects. These are group projects and have a research and planning component, an execution component, and a digital project component.

Project 1. Make a difference project - 20%. You'll work together in groups to design, plan, execute and document this project. Your assignment: Make a positive difference in the lives of several people you don't know and make a 1-2 minute video about it. Also includes a short reflection paper on the experience (required to receive credit for the project).

Project 2. Business Model – 30%. You'll work together in groups to create a business model that addresses a social issue and then you'll create a crowd funding video to promote your business. Also includes a short reflection paper on the experience (required to receive credit for the project).

WordPress websites – 15%. WordPress is the industry standard, and I strongly believe that creating a website from a template and managing the content is a valuable skill that will help you get an internship and/or a job. Each person will create an individual website (5%) and your group will create a website for your business model (10%).

Case Study – 5%. Student groups (pairs or trios) will analyze and present a social entrepreneurship case study to the class.

Media Share 2 – 5%. To get us looking at media, there will be two media share presentations, each worth 2.5%. I can’t wait to see what you share!

Final Exam – 15%. The final exam is a take home essay exam and is the final opportunity for you to reflect on the semester. I will hand the questions a week ahead of time so that you have time to prepare.

Participation and Cooperation – 10%. While attendance is required, you'll get points for being in class regularly on time and prepared to share, listening actively to others, and being supportive of the effort and initiative taken by others. During group activities, I expect you to work together to make things easier, follow through on commitments and agreements, and work at communicating with your group members.

P.S. Success is not defined as being conflict free – it is defined as working respectfully together to complete the projects on time.
Point values are subject to change

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<tr>
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<th>Percentage</th>
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<tbody>
<tr>
<td>Projects</td>
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<tr>
<td><em>WordPress Websites</em></td>
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<tr>
<td>Final Exam</td>
<td>15%</td>
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<tr>
<td>Participation and cooperation</td>
<td>10%</td>
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<tr>
<td>Case Study</td>
<td>5%</td>
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<tr>
<td><em>Media Share (2)</em></td>
<td>5%</td>
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<td></td>
<td><strong>100%</strong></td>
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</table>

Your grade will be determined as a percentage: over 90% is an “A,” 80% ‘B’ and so on.

**Rules of the road:**

**Group Assignments:**
Digital and social entrepreneurship projects are collaborative endeavors, and as such, students will be assigned to groups/teams. The benefits of this approach include sharing the workload and leveraging skillsets, learning to work with and appreciate people who are different from you, and enjoying the creative energy that can spark from these differences.

**Equipment:** For the video projects, groups can use their own equipment or they can check it out from the equipment room for their group. Be sure to reserve your equipment early because equipment for last minute requests may not be available.

**Using music in your projects:** Music can add a great deal of emotional impact to your projects. Because our projects will be posted publicly, your projects are REQUIRED to use only music that you have the right to use. There are many options with royalty free music, public domain music, or music with a creative commons license. Original music is another option – compose your own or work with a BSU music student.

Here is our course calendar – please note that this calendar and dates are subject to change as we move through the semester.
<table>
<thead>
<tr>
<th>Class Meeting</th>
<th>Topics</th>
<th>Reading/Assignments Due</th>
</tr>
</thead>
</table>
| Week 1              | Introduction to class  
                        What is social entrepreneurship?  
                        Introduction to personal values and goal setting.                                | Due Aug 28th: Issues you care about the most                                              |
| Aug 24 - 28         | **Wed. Aug 26 – Meet in L327**                                         |                                                                                          |
|                     | Assign: Issues you care about  
                        Assign: Media Share Part 1 and signup                                                  |                                                                                          |
| Week 2              | Change makers and making a difference in the world  
                        Aug 31: Media Share Part 1- Group 1                                                  | Reading posted to D2L                                                                     |
| Aug 31 – Sep 4      | Intro to Wordpress.com                                                | Due Sep 4:  
                        wordpress.com site and post your prioritized personal values and issues you care about (2 posts)  
                        Assign: Photograph the results of your class activity and post two photos to your WordPress website. |
|                     | Assign: Create a wordpress.com website and post your prioritized personal values and issues you care about (2 posts)  
                        Assign: Photograph the results of your class activity and post two photos to your WordPress website. |
| Week 3              | Sep 9 - Guest speaker  
                        Sep 11 – Media Share Part 1- Group 2  
                        Selected other media                                                             | Reading posted to D2L                                                                     |
| Sep 7 – Sep 11      | No class Sep 7  
                        Labor Day                                                                             |                                                                                          |
| Week 4              | Sep 14 – Media Share Part 1 - Group 3  
                        Assign: Exercise 4 – Making a difference + digital project                           | Due Sept 18: Written/posted Make a Difference and digital project plan before class starts. |
| Sep 14 - 18         | Sep 16 – Storytelling – Part 1  
                        Team work session  
                        -Decide on Make a Difference activity  
                        -Create written make a difference plan  
                        -Create written digital project plan                                             |                                                                                          |
|                     | Sep 18 – Share plans with class to get inspired and get ideas to solve problems. |                                                                                          |
| Week 5 | Sep 21 - 25 | Sep 21 - No class – work on Make a Difference Project.  
Sep 23 - Group work session: Plan and practice presentation.  
Sep 25 - Present Make a Difference Project and digital project to class Q & A session | Due:– Make a Difference presentation and digital project. Note: Digital project must be posted to your website BEFORE class starts |
|--------|-------------|-------------------------------------------------------------------------------------------------|
| Week 6 | Sep 28 – Oct 2 | Social Entrepreneurship - Part 2  
Case Study Assignment and sign up  
Popcorn and a movie | Select case study |
| Week 7 | Oct 5 - 9 | Case Study Presentations |
| Week 8 | Oct 12 - 16 | Business model introduction and options  
Assignment: Social Entrepreneurship Business Model  
Group work session: Break into assigned groups, brainstorm social entrepreneurship business ideas  
Sign up for Media Share Part 2 | Reading posted to D2L |
| Week 9 | Oct 17 - 23 | Business model framework  
Group work sessions: Decide on idea and begin developing draft business model |
| Week 10 | Oct 24 - 30 | Business model check in with instructor  
Group work sessions: Work on business model  
Oct 30 – Present business model to class | • Due: Draft Business Model Due end of class – hand in hard copy |
| Week 11 | Nov 2 - 6 | Kickstarter video introduction  
Media Share Part 2 presentations | • Revised business model due by Oct 30 |
| Week 12 | Nov 9 – 13  
No class on November 11 – Veterans Day | Group work session: Decide on digital project and write up plan.  
Group work session: Continue to work on digital project logistics. | Due: Create written digital project plan and post to website. |
| Week 13 | Nov 16 – 20 | Work on and finish digital project, practice presentation |
| Nov 23 - 27 | | No class – Thanksgiving break |
| Week 14 | Present Social Entrepreneurship business model and final digital project  
Present Social Entrepreneurship business model and final digital project  
Final Exam questions handed out |
|---------|---------------------------------------------------------------------|
| Week 15 | Future of Social Entrepreneurship  
Course evaluations |
| Friday, December 11\textsuperscript{th} | Final Exam uploaded to D2L by 3 PM, Friday, December 11\textsuperscript{th}. |
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
  Undergraduate: MASC 3750
  Graduate:

Course Title: Communication History

Course Description: A survey in communication technologies from prehistory to contemporary times. This course will examine the important historical developments in human communication and will explore how these advances shaped the modern world.

Credits: 3

Prerequisite(s): None
  Undergraduate:
  Graduate:

1. Reason(s) for creating this course: This course has been offered as a “Topics” class in recent years and is being put back into the regular list of course offerings.

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

3. What are the student learning outcomes for the course (please precede each outcome with "Students will...")?
   Students will analyze and articulate the origins of writing and the technological roots of orthographic systems.
   Students will evaluate how technology affects society and individuals.
   Students will identify and describe the major technological developments that shaped human communication.

4. What are the major content areas for the course?
The token system, pictograms, cuneiform, hieroglyphs, alphabets, codices, printing, the electric telegraph, radio, television, the Internet.

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)? **30**

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

**MASC Program/Courses are approved for differential tuition**

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.
Course Syllabus
Communication History MASC 3750
Bemidji State University
[semester, year]
Instructor: Carl Sewall
Office: BG 206
Email: csewall@bemidjistate.edu
Phone: (218) 755-3926
Office Hours:

Required Text:  
Description: This course is a survey in communication technologies from prehistory to contemporary times. This course will examine the important historical developments in human communication and will explore how these advances shaped the modern world.

Overview: whydoweputspacesbetweenwords
Writing existed for millennia before people thought to put spaces between words. By the end of this semester, you will understand that many obvious—seeming things—such as spaces—were not facts of nature, but were invented by certain people at certain times for certain reasons. Many of the forms we take for granted, were technological developments that shaped the world in which you live. You will also examine how changes to the systems of human communication have shaped human societies.

- You will gain this understanding through the readings and lectures. And in discussions and your writings, you will examine how particular developments lead to certain effects.

Learning Outcomes:  
Students will analyze and articulate the origins of writing and the technological roots of orthographic systems.
Students will evaluate how technology affects society and individuals.
Students will identify and describe the major technological developments that shaped human communication.

Grading: Your grade for this course will be based on four periodic quizzes, two exams, and a final paper:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Quizzes</td>
<td>40%</td>
</tr>
<tr>
<td>Two Exams</td>
<td>40%</td>
</tr>
<tr>
<td>Final Paper</td>
<td>20%</td>
</tr>
</tbody>
</table>

Expectations of you, the student: You are expected to arrive prepared to each class, which presupposes that you arrive. “Prepared” here means that you have read and are able to discuss the assignments. You will have your course materials in hand—along with writing equipment, which here means: loose-leaf paper and a blue or black ink pen. Please do not show up late or leave early. No cell phones, tablets, or laptops. The notes you take with ink on paper will contain testable material.
Expectations of me, the instructor: I am expected to arrive prepared to class each day, to present the course material in a reasonably comprehensible manner, and to ensure that your work is evaluated in a fair and timely fashion. I will answer your questions as they arise and make myself available for discussion of your questions and concerns inside and outside of class.

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 all of a course as well as suspension from the University.

Alternative materials We would like to make sure that all the materials, discussions and activities that are part of the course are accessible to you. If you would like to request accommodations or other services, please forward your request as soon as possible. It is possible to contact Disability Services, Bangsberg Hall, 101. Phone: 218/755-3883 or E-mail address Disabilityservices@bemidjistate.edu. Also available through the Minnesota Relay Service at 1-800-627-3529.
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 2120
   Graduate:

Course Title: Audio Media Practicum

New or current courses that will universally replace this dropped course for students
remaining in the old curriculum: MASC 2300 Independent Film or MASC 2330
Headwaters Film Fest

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:
   _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.

Reason(s) for dropping this course: Media Workshops replace the individual
practicums as a better means of creating a collaborative work environment for
students.
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 2190
   Graduate:

Course Title: International 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:
   __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.

Reason(s) for dropping this course: No longer taught – not required
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 3107**
  Graduate:

Course Title: **Politics and the Media 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/](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:
__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.

Reason(s) for dropping this course: **No longer taught – not required**
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 3340
   Graduate:

Course Title: Editing

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:
   __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.

Reason(s) for dropping this course: No longer taught – not required
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 3770
   Graduate:

Course Title: Ethnographic Reporting

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:
   __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.

Reason(s) for dropping this course: No longer taught – not required
BSU Curriculum Forms

Form 5

Program Modification Form

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

List all proposed change(s):

1. Drop the section: SELECT FOUR OF THE FOLLOWING ADVANCED PRODUCTION CLASSES and move MASC 3450, 3330, and 3500 into the core requirements. Also remove these four from the required electives list.
2. Drop MASC 2120 from core requirements.
3. MASC 2110, 2130, 2600, 2650, 2690, 3450, 4110 and 4892 have modified titles and/or descriptions.
4. Add MASC 4350 and remove from required electives list.
5. Add MASC 2650 to the core requirements and also leave it in the electives list to be available for the Marketing Communications degree.
6. Add MASC 2300 2330, 3650, 3750 to the required electives list.
7. Remove the following dropped courses from the required electives: MASC 2190, 3107, 3340, 3770.
8. Remove SPCM 2100 from the MASC Required Electives list.
9. Reduce required elective credits from 6 to 3.
10. Total credits for degree program changed from 58 to 57.

Reason(s) for the change(s):
Simplify degree program by removing “select from” categories. This also makes faculty load and course rotation more manageable and course offerings more consistent. Attached to this form is how the proposed program changes will appear in the catalogue. Dropped items are struck through and changed items are in bold.

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).

* No other programs are affected by these course changes.
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.

**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, B.S. major

Required Credits: 58 57
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 (3 credits)
- MASC 2110 Video Media Practicum Media Workshop 1 (1 credit)
- MASC 2120 Audio Media Practicum (1 credit)
- MASC 2130 Multimedia Practicum MASC 2223 Audio Production (3 credits)
- MASC 2233 Video Production (3 credits)
- MASC 2243 Video Editing (3 credits)
- MASC 2460 Digital Photography (3 credits)
- MASC 2650 Social Media Marketing (3 credits)
- MASC 2700 Reporting and Writing (3 credits)
- MASC 3110 Media Workshop 2 (1 credit)
- MASC 3270 Media Theory and Criticism (3 credits)
- MASC 3330 Audio/Video Studio Production (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3450 Single Camera Field Production Advanced Field Production (3 credits)
- MASC 3460 Multimedia Production (3 credits)
- MASC 3850 Media Ethics and Law (3 credits)
- MASC 4110 Media Research Methods Capstone Prep (3 credits)
- MASC 4350 Media Management Media Economics & Leadership (3 credits)
- MASC 4892 Senior Thesis/Project Capstone Project (3 credits)

SELECT FOUR OF THE FOLLOWING ADVANCED PRODUCTION CLASSES:
- MASC 3150 Photojournalism (3 credits)
- MASC 3330 Audio/Video Studio Production (3 credits)
- MASC 3450 Single Camera Field Production (3 credits)
- MASC 3480 Advanced Audio Production (3 credits)
- MASC 4340 Digital Cinema (3 credits)

COMPLETE 3 SEMESTER CREDITS SELECT ONE OF THE FOLLOWING COURSES:
- MASC 3970 Internship (3 credits)
- MASC 4970 Internship (3 credits)

II REQUIRED ELECTIVES

SELECT 6 3 SEMESTER CREDITS OF ELECTIVES FROM THE FOLLOWING COURSES:
MASC 1100 Mass Media and Society (3 credits)
MASC 2190 International Communication (3 credits)
MASC 2300 Independent Film (1 credit)
MASC 2330 Headwaters Film Fest (2 credits)
MASC 2600 Principles of Advertising Advertising (3 credits)
MASC 2650 Principles of Social Media Social Media Marketing (3 credits)
MASC 2690 Principles of Public Relations Public Relations (3 credits)
MASC 2760 Documentary Film (3 credits)
MASC 2900 Topics in Mass Communication (1-3 credits)
or MASC3900
or MASC 4900 Topics in Mass Communication (1-3 credits)
MASC 2925 People and the Environment: Mass Media Perspectives (3 credits)
MASC 3107 Politics and the Media Workshop (1-3 credits)
MASC 3150 Photojournalism (3 credits)
MASC 3310 Directing Visual Media (3 credits)
MASC 3330 Audio/Video Studio Production (3 credits)
MASC 3340 Editing (3 credits)
MASC 3450 Single Camera Field Production (3 credits)
MASC 3470 Multimedia Marketing Communication (3 credits)
MASC 3500 Media Design (3 credits)
MASC 3560 Media Production for Social Entrepreneurship (3 credits)
MASC 3750 Communication History (3 credits)
MASC 3760 Documentary Film Workshop (3 credits)
MASC 3770 Ethnographic Reporting (3 credits)
MASC 3790 Screenwriting (3 credits)
MASC 4330 Engineering for Electronic Media (3 credits)
MASC 4340 Digital Cinema (3 credits)
MASC 4350 Media Management (3 credits)
SPCM 2100 Special Topics in Oral Communication (2 credits)
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)
BSU Curriculum Forms

Form 5

Program Modification Form

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

List all proposed change(s):
1. Remove both SELECT FROM ONE OF THE FOLLOWING COURSES categories for Mass Communication.
2. Put MASC 3270, 3470, 3500, 4110 into the core requirements section.
3. Limit selection of BUAD or MASC 4970 Internship to 3 credits only and remove MASC 3970.
4. Reduce the MASC Required Electives section from 6 to 3 credits
5. Modify titles and/or descriptions for MASC 2600 and 2690.

Reason(s) for the change(s):
Simplify degree program by removing “select from” categories. This also makes faculty load and course rotation more manageable and course offerings more consistent. Attached to this form is how the proposed program changes will appear in the catalogue. Dropped items are struck through and changed items are in bold.

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 Dec 8, 2015 (date) by email and in-person (mail, email, or phone).

The courses being added/modified are in our department but the Department of Business Administration will be notified on December 2, 2015 regarding the changes to our joint degree program.

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.
**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
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 (3 credits)
MASC 2600 Principles of Advertising (3 credits)
MASC 2690 Principles of Public Relations (3 credits)
MASC 3270 Media Theory and Criticism (3 credits)
MASC 3470 Multimedia Marketing Communication (3 credits)
MASC 3500 Media Design (3 credits)
MASC 4110 Media Research Methods Capstone Preparation (3 credits)
MASC 4892 Senior Thesis/Project Capstone Project (3 credits)

SELECT 1 OF THE FOLLOWING COURSES:
MASC 3500 Media Design (3 credits)
MASC 3470 Multimedia Marketing Communication (3 credits)

SELECT 1 OF THE FOLLOWING COURSES:
MASC 3270 Media Theory and Criticism (3 credits)
MASC 4110 Media Research Methods (3 credits)

SELECT 1 OF THE FOLLOWING COURSES, 3-6 credits:
MASC 3970 Internship (3 credits)
MASC 4970 Internship (3 credits)
BUAD 4970 Internship (1-2 credits)

II REQUIRED ELECTIVES

COMPLETE ANY MASC ELECTIVE AT THE 2000 LEVEL OR ABOVE (6 3 CREDITS)
BSU Curriculum Forms

Form 5

Program Modification Form

Program to be modified: Mass Communication Minor

List all proposed change(s):
- 1. Change SELECT FROM section to include 3 selections instead of 2.
- 2. Add MASC 2650, 3500, 2700, 3470, 3650 to the SELECT FROM section.
- 3. Reduced the number of required elective credits from 9 to 6.

Reason(s) for the change(s):
Provides a greater selection of courses within the core requirement. Attached to this form is how the proposed program changes will appear in the catalogue. Dropped items are struck through and changed items are in bold.

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).

No other department is affected by these course changes

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.
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
Required GPA: 2.50

I REQUIRED CORE COURSES

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

SELECT 2-3 OF THE FOLLOWING COURSES:
MASC 2223 Audio Production (3 credits)
MASC 2233 Video Production (3 credits)
MASC 2243 Video Editing (3 credits)
MASC 2460 Digital Photography (3 credits)
MASC 2650 Social Media Marketing (3 credits)
MASC 3500 Media Design (3 credits)
MASC 2700 Reporting and Writing (3 credits)
MASC 3470 Multimedia Marketing Communication (3 credits)
MASC 3650 Media Production for Social Entrepreneurship (3 credits)

II REQUIRED ELECTIVES

SELECT 9-16 SEMESTER CREDITS FROM MASS COMMUNICATION COURSES AT THE 2000 LEVEL OR ABOVE
BSU Curriculum Forms

Form 8

Signatures

Dr. Virgil Bakken, Professor & Department Chair, 12.02.15 ____________________________
Proposer / Title / Date

Dr. Virgil Bakken, Professor & Department Chair, 12.02.15 ____________________________
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

Rod Henry, Professor & Department Chair, Business Administration, 12.08.15 ______
Dept. Chair of Joint Program in Marketing Communication

Dr. Sean Strong, Dean of College of Business, Technology and Communication, 12.10.15
Dean / College / Date

[Note: at this point, packet goes to Academic Affairs Office.]