# Curriculum Proposal

**MASC 17-18 #16**

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BSU Curriculum Forms

Form 1

Curriculum Modification Summary

College: **College of Business**
Department: **Integrated Media Department**
Proposer: **Dr. Valica Boudry**
Proposer's position: **Department Chair, Integrated Media Department**

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 Integrated Media Department proposes a revision of its B.S. degree in Mass Communication and minor revisions to its B.S. in Marketing Communications. This includes the creation of five new courses, and the modification of 18 courses. These modifications are in response to an extended conversation and consideration of our five-year external program review, as well as numerous conversations by department’s faculty on how to best prepare students for the ever-changing landscape of the field of media.

The Integrated Media Department revised its program outcomes this fall and these proposed curriculum changes reflect those changed program outcomes. Our goal is to prepare students to be proficient across multiple mediums, but to have a deeper expertise in one area. This will help to make them more competitive in the job market. To achieve this, we propose raising the number of credits from 45 credits to 60 credits, which is close to the number of credits the department has traditionally required of mass communication majors.

We also are making changes in the pre-requisites of some classes, as we will want students to sequence through classes in a particular way in an effort to continually advance their skills.

The new classes being proposed will create both capstone experiences for students and require them to get experience in our department’s student media. These are important components to preparing them for, and making them more competitive in, the media field.

The department is also proposing to put two of its classes into the Liberal Education course offerings.

Modifications proposed (specify number of each):

18 Course Modification(s) (form 2)
___5___ New Course(s) (form 3)
___ 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):
___X___ Liberal Education
___X___ Undergraduate Curriculum
___ Graduate Curriculum
___ Teacher Licensure Program(s)
BSU Curriculum Forms

Form 2

Course Modification Form

Current Course Number(s):
   Undergraduate: MASC 1100
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate:
   Graduate:

Current Course Title: Mass Media and Society
Proposed Course Title, if different:

Current Course Description: Theoretical aspects of the media in the United States. Focuses on current media industries, issues, and events from coverage of high-profile events to media criticism. Students should gain an understanding of the social, economic, and intellectual forces that have helped shape the media. The course, primarily through lectures and demonstrations, presents concise historical perspectives. Liberal Education Goal Area 9.

Proposed Course Description, if different: Technology changes us. This class explores how the technology we use shifts our thoughts, feelings, behaviors, and societies. We will better understand the history and evolution of media—from cave art to the Internet. And we will study how the content of our media—pornography, conspiracy theories, propaganda, Harry Potter—alters and reflects how we think. We will use various theoretical approaches to understand the ways we are shaped by our media ecosystems. Liberal Education Goal Areas 5 and 9.

Current Credits: 3
Proposed Credits, if different:

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

1) Reason(s) for change(s): The description changed to add the Liberal Education Goal Area 5 if accepted as a Goal Area 5 Liberal Education 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 ___X___ No _____ (see updated outcomes at end of form 2)
   - 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:
   * Mass Communication, B.S. major

   Teacher Licensure programs:
   * English Education, B.S. major (Teacher Licensure) -> n/a as this course is being removed from this program in a different proposal

   Liberal Education:
   * Goal area 9 (and proposed for 5)

The above “service area” programs/departments were notified of this modification on ___2.20.18___ (date) by ___email__________ (mail, email, or phone).

N/A – all programs are within proposing department

Please check one of the items below:

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

___x__ Comments were received within one week of the notification, and are attached.
New Learning Outcomes:

- examine the technological innovations that have shaped human communication and culture, beginning in prehistory and continuing through the present.
- understand the forces that act upon people through media to shape our decision-making and thought.
- critique the various modes of influence—such as propaganda and journalism—that media can affect.
- better understand current social and personal issues by examining various explanations of the effects of media technologies.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
   Undergraduate: **MASC 1500**
   Graduate:
Proposed Course Number(s), if different:
   Undergraduate:
   Graduate:

Current Course Title: **Introduction to Mass Media**
Proposed Course Title, if different: **Making Media**

Current Course Description:
This course introduces students to the field of mass media by exploring the variety of forms and processes that shape the media landscape; i.e. television, radio, cinema, print, podcasts, web-based streaming, etc. Students new to the Mass Communication major will also be introduced to a variety of student media opportunities including KBSU-TV, FM90, the Northern Student and the Headwaters Film Festival.

Proposed Course Description, if different:
Note: Only change is the addition of Goal Area 11.
This course introduces students to the field of mass media by exploring the variety of forms and processes that shape the media landscape; i.e. television, radio, cinema, print, podcasts, web-based streaming, etc. Students new to the Mass Communication major will also be introduced to a variety of student media opportunities including KBSU-TV, FM90, the Northern Student and the Headwaters Film Festival. Liberal Education Goal Area 11.

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

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

1) Reason(s) for change(s):
Course name changed to better reflect learning outcomes of the department. The description changed to add the Liberal Education Goal Area 11 if accepted as a Liberal Education 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 _X_ No ____ (see updated learning outcomes at end of form 2 due to minor wording revisions)
   - Major Content Areas Yes _____ No __ X __
   - Projected Maximum Class Size (Cap) Yes _____ No _24_ ____

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

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

   Non-licensure programs:
   * Mass Communication, B.S. major

   Teacher Licensure programs:

   Liberal Education:
   * Proposed for Goal area 11.

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

N/A – all programs are within proposing department

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.

Updated Learning Outcomes:

- Students will *identify* media forms that make up our current media landscape (context) including television, radio, print, cinema, social media and web-based content and streaming.
- Students will *experience* media through actively participating in student media organizations within the Department of Integrated Media.
- Students will *reflect* on their experiences by completing reports for each of their organizational activities.
- Students will *take action* by creating an original media message using student resources available in the Department of Integrated Media.
- Students will *evaluate* the media messages they have created and participated in.
BSU Curriculum Forms

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
Undergraduate: MASC 2243
Graduate:
Proposed Course Number(s), if different:
Undergraduate:
Graduate:

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

Current Course Description:
This course focuses on the aesthetics and skill development in editing video and sound for multimedia, broadcast and cinematic productions. This course emphasizes storytelling -- the capture, editing, and outputting of video and audio using a desktop computer.

Proposed Course Description, if different:
Video editing is a skill that is in demand for almost every discipline. We'll emphasize storytelling, you'll develop or improve your video editing skills, and study the aesthetics of editing. External storage device required.

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):
Proposed course description better represents the course content.

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.**

   |                         | Yes ___ | No _X_
---|-------------------------|---------|------
| 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:
   * Mass Communication, B.S. major
   * Mass Communication minor

   Teacher Licensure programs:

   Liberal Education:

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

**N/A – all programs are within proposing department**

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

Course Modification Form

Current Course Number(s):
  Undergraduate: **MASC 2250**
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: **Media Production**
Proposed Course Title, if different: **Media Production I**

Current Course Description: **This course provides an introduction to the creative process and tools of audio and video production from a convergent media perspective. Students create their own audio and video productions in order to gain hands-on experience in the creative process of media production in a studio and on location. Prerequisite or Co-requisite: MASC 2243.**

Proposed Course Description, if different:
Current Credits: 4
Proposed Credits, if different: 3

Current Prerequisite(s): **MASC 2243**
Proposed Prerequisite(s), if different:

1) Reason(s) for change(s): **Department is creating a course to sequence after this one called Media Production II so we will be calling this course Media Production I.**

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:
* Mass Communication, B.S. major
* Mass Communication minor

Teacher Licensure programs:

Liberal Education:

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

N/A – all programs are within proposing department

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 2330**
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate: **MASC 3310**
  Graduate:

Current Course Title: **Headwaters Film Fest**
Proposed Course Title, if different: **Headwaters Film Festival**

Current 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 Festival.*

Proposed Course Description, if different:

Current Credits: **2**
Proposed Credits, if different:

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

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

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

3) Do these modifications change any of the following? **For all Yes answers, please provide updated information on the next page.**
   
   Student Learning Outcomes  Yes ___  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:
   * Mass Communication, B.S. major

Teacher Licensure programs:

Liberal Education:

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

N/A – all programs are within proposing department

Please check one of the items below:

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

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

Note: This course can be up to three times for credit.
BSU Curriculum Forms

Form 2

Course Modification Form

Current Course Number(s):
Undergraduate: MASC 3030
Graduate:
Proposed Course Number(s), if different:
Undergraduate: MASC 4333
Graduate:

Current Course Title: News Team
Proposed Course Title, if different: Multi-Platform Storytelling

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

Proposed Course Description, if different: You will be reporting, writing, and producing stories from around campus and around the area. These will appear on air, in print, and on the Web. Each week, you'll pitch stories and be assigned a duty within the team. This will be a collaborative class, but you will individually get several bylines throughout the semester. Prerequisites: MASC 2460 and MASC 3720.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s): None
Proposed Prerequisite(s), if different: MASC 2460 and MASC 3720.

1) Reason(s) for change(s): These prerequisites provide necessary skills for the reporting to be done in Multi-platform Storytelling. The change to a 4000 level class reflects the level of work being done in the class and its position in the multimedia sequence.

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

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

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

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

Non-licensure programs:
* Mass Communication B.S. major (Elective)
* Mass Communication minor (select 3 of the following)

Teacher Licensure programs:

Liberal Education:

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

N/A – all programs are within proposing department

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.
Form 2

Course Modification Form

Current Course Number(s):
   Undergraduate: **MASC 3110**
   Graduate:

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

Current Course Title: **Media Content Creation**
Proposed Course Title, if different:

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

Proposed Course Description, if different: **You will be producing a weekly TV newscast from stories around campus and around the area. These programs will appear on KBSU-TV Channel 17, and FM90. Each week you'll be assigned a role within the production. This will be a collaborative class. Prerequisites: MASC 2250 and MASC 3232.**

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

Current Prerequisite(s): **None**
Proposed Prerequisite(s), if different: **MASC 2250 and MASC 3232**

1) **Reason(s) for change(s): The class will always be a three credit class, so there is no need to have it listed as a variable credit class. The pre-requisites are being put in place to make sure students have the needed skills to work on a broadcast production.**

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:
   * Mass Communication B.S. major (Elective)
   * Mass Communication minor (select 3 of the following)

   Teacher Licensure programs:

   Liberal Education:

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

   N/A – all programs are within proposing department

   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

Course Modification Form

Current Course Number(s):
Undergraduate: MASC 3150
Graduate:

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

Current Course Title: Photojournalism
Proposed Course Title, if different:

Current Course Description:
Applied aspects of press photography and picture editing. Students should gain competence in creating photographs and designing and laying out photo essays. Demonstration and hands-on experience covers darkroom processing, picture story planning and execution, and computer manipulation of images. The course concentrates on the application of basic principles of both photography and journalism, and requires laboratory work, as well as in-class participation. Prerequisites: MASC 2450 and MASC 2850. (May not be offered every year.)

Proposed Course Description, if different:

Note: Only change is to the prerequisites
Applied aspects of press photography and picture editing. Students should gain competence in creating photographs and designing and laying out photo essays. Demonstration and hands-on experience covers darkroom processing, picture story planning and execution, and computer manipulation of images. The course concentrates on the application of basic principles of both photography and journalism, and requires laboratory work, as well as in-class participation. Prerequisites: MASC 2460. (May not be offered every year.)

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s): MASC 2450, MASC 2850
Proposed Prerequisite(s), if different: MASC 2460

1) Reason(s) for change(s): Sequencing classes differently in our program

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

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Learning Outcomes</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Major Content Areas</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Projected Maximum Class Size (Cap)</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

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

for:

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

for:

5) Service Areas:
This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:

a) go to [http://www.bemidjistate.edu/academics/catalog/](http://www.bemidjistate.edu/academics/catalog/) and choose the most recent catalog(s),
b) click on “Areas of Study, and Course Descriptions,”
c) click on “PDF of Entire Catalog” in upper right,
d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:

* Mass Communication B.S. major
* Mass Communication minor

Teacher Licensure programs:

Liberal Education:

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

**N/A – all programs are within proposing department**

Please check one of the items below:

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

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

Form 2
Updated 9.19.15

Course Modification Form

Current Course Number(s):
   Undergraduate: MASC 3270
   Graduate: 
Proposed Course Number(s), if different:
   Undergraduate: 
   Graduate: 

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

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

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

Current Credits: 3
Proposed Credits, if different:

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

1) Reason(s) for change(s):
To add prerequisites to course description

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:
  * Mass Communication B.S. major
  * Marketing Communication, B.S. major

- Teacher Licensure programs:

Liberal Education:

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

**N/A – all programs are within proposing departments**

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

Course Modification Form

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

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

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

Proposed Course Description, if different:
**Note: Only change is to add LE Goal Area**
Two mandatory meetings (flexible--two hours each day) at the Headwaters Film Festival on the Bemidji State campus OR online. This online course examines contemporary independent film -- techniques and aesthetics, history, and the business side -- funding models and distribution avenues. Liberal Education Goal Area 6.

Current Credits: 1
Proposed Credits, if different:

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

1) Reason(s) for change(s): **The description changed to add the Liberal Education Goal Area 6 if accepted as a Liberal Education 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 __X__ No ____ (see info below)
   * Note there are slight wording changes
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/ and choose the most recent
      catalog(s),
   b) click on “Areas of Study, and Course Descriptions,”
   c) click on “PDF of Entire Catalog” in upper right,
   d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

   Non-licensure programs:
      *Mass Communication B.S. major

   Teacher Licensure programs:

   Liberal Education:
      * Proposed for Goal Area 6

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

   N/A – all programs are within proposing department

   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.

   Updated Learning Outcomes:
   - Compare and contrast “Independent Cinema,” with traditional Hollywood cinema in terms of
     film/video aesthetics and techniques, history, production personnel, and business/distribution
     models.
   - Review, evaluate and analyze feature length films categorized as independent Cinema.
   - Be an active audience member for the Headwaters Film Festival.
   - Create a formal written review one of the screened feature length films at the Headwaters
     Film Festival OR bring two friends (who are not required to attend) to each session of the film
     festival.
BSU Curriculum Forms

Form 2

Course Modification Form

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

Current Course Title: Performance and Production
Proposed Course Title, if different:

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

Proposed Course Description, if different:
**Note: Only change is to the prerequisites**
This is an advanced media production course that provides an in-depth understanding of live programming, production, and field reporting. Students are taught how to perform professionally on-air in television, radio and web-based streaming environments. Prerequisites: MASC 3450 and MASC 3480.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s): MASC 2850 and MASC 2250
Proposed Prerequisite(s), if different: MASC 3450 and MASC 3480.

1) Reason(s) for change(s): The pre-requisites have changed because the program is sequencing classes differently for the video production sequence.

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:
   * Mass Communications B.S. major
   * Mass Communications minor

   Teacher Licensure programs:

   Liberal Education:

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

N/A – all programs are within proposing department

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

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

Current Course Description:
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 2233 and MASC 2243.

Proposed Course Description, if different:

Note: Only change is to the prerequisites
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: MASC 2250 and MASC 3232.

Current Credits: 3
Proposed Credits, if different:

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

1) Reason(s) for change(s):
Update course numbers for prerequisite courses.
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:
   * Mass Communication B.S. major

   Teacher Licensure programs:

   Liberal Education:

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

   N/A – all programs are within proposing department

   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 3460
   Graduate: 
Proposed Course Number(s), if different:
   Undergraduate: MASC 4460
   Graduate: 

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

Current Course Description: 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 2223, MASC 2233, MASC 2243, MASC 2460 and MASC 2850.

Proposed Course Description, if different:
Note: Only change is to the prerequisites
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 3150, MASC 4333 and senior status.

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: MASC 3150, MASC 4333 and senior status
   Graduate: 

1) Reason(s) for change(s): Course is the capstone class for the multimedia sequence in the mass communication major. The work done in this class has always been at a 4000 level class, so we are changing the number to reflect this. The prerequisites have been added to the course description.

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

<table>
<thead>
<tr>
<th></th>
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</thead>
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<tr>
<td>Student Learning Outcomes</td>
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<td>No X</td>
</tr>
<tr>
<td>Major Content Areas</td>
<td>Yes</td>
<td>No X</td>
</tr>
<tr>
<td>Projected Maximum Class Size (Cap)</td>
<td>Yes</td>
<td>No X</td>
</tr>
</tbody>
</table>

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

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

   Non-licensure programs:
   * Mass Communications B.S. major
   * Mass Communication minor

   Teacher Licensure programs:

   Liberal Education:

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

**N/A – all programs are within proposing department**

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

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 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.

Proposed Course Description, if different:

Note: Only change is to the prerequisites
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. Prerequisites: MASC 2243 and MASC 2250.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s): MASC 2223
Proposed Prerequisite(s), if different: **MASC 2243 and MASC 2250**

1) **Reason(s) for change(s): Program is sequencing classes differently for the video production sequence.**

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:**
   - *Mass Communication B.S. major*
   - *Mass Communication minor*

   **Teacher Licensure programs:**

   **Liberal Education:**

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

   **N/A – all programs are within proposing department**

   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 3790
Graduate:
Proposed Course Number(s), if different:
Undergraduate:
Graduate: MASC 5790

Current Course Title: Screenwriting
Proposed Course Title, if different:

Current Course Description:
This is an advanced writing course in which students learn the process of writing a dramatic screenplay for film and digital cinema. Students learn to develop the critical dramatic elements that are central to a successful screenplay: characterization, plot development, and cinematic description. Each student develops and writes a screenplay that is formatted to film industry standards. Prerequisites: ENGL 1151 and MASC 2850. (Might not be offered every year.)

Proposed Course Description, if different:
Note: Only change is to the prerequisites
This is an advanced writing course in which students learn the process of writing a dramatic screenplay for film and digital cinema. Students learn to develop the critical dramatic elements that are central to a successful screenplay: characterization, plot development, and cinematic description. Each student develops and writes a screenplay that is formatted to film industry standards. Prerequisites: ENGL 1151 or MASC 2850 (Might not be offered every year.)

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
Undergraduate: ENGL 1151 and MASC 2850
Graduate:
Proposed Prerequisite(s), if different:
Undergraduate: ENGL 1151 or MASC 2850
Graduate: NONE

1) Reason(s) for change(s):
A graduate level component was added at the request of the English Department.
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:
   * **Mass Communication B.S. major**
   * **Mass Communication minor**
   * **Creative and Professional Writing, B.F.A.**

   Teacher Licensure programs:

   Liberal Education:

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

**N/A – modification does not affect undergraduate programs and modification request for Graduate level of course was from the English department which the Creative and Professional Writing program is part of.**

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

Course Modification Form

Current Course Number(s):
  Undergraduate: **MASC 4330**
  Graduate:

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

Current Course Title: **Engineering for Electronic Media**
Proposed Course Title, if different:

Current Course Description: A very practical "mini course" in electronic fundamentals. Explores the basic theory of how things function in a broadcast environment. Practical use and repair of audio/video connectors, components, and circuitry. Reading of instruments, levels, and oscilloscope patterns in a television/radio studio. Techniques of soldering connectors, and cable repair used in everyday television/radio stations. Audio theory and components, as well as video signal operation. At the end of this course, students will have sufficient electronic knowledge to pass the FCC Amateur Radio license exam. This class builds confidence and understanding of broadcast operations. Lab hours required. Prerequisites: MASC 2223 or MASC 2233.

Proposed Course Description, if different:

**Note: Only change is to the prerequisites**
A very practical "mini course" in electronic fundamentals. Explores the basic theory of how things function in a broadcast environment. Practical use and repair of audio/video connectors, components, and circuitry. Reading of instruments, levels, and oscilloscope patterns in a television/radio studio. Techniques of soldering connectors, and cable repair used in everyday television/radio stations. Audio theory and components, as well as video signal operation. At the end of this course, students will have sufficient electronic knowledge to pass the FCC Amateur Radio license exam. This class builds confidence and understanding of broadcast operations. Lab hours required. Prerequisites: MASC 2250 and MASC 3232.

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s): **MASC 2223 or MASC 2233**
Proposed Prerequisite(s), if different: **MASC 2250 and MASC 3232**
1) Reason(s) for change(s): **Program is sequencing classes differently for the video production sequence.**

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:
   * **Mass Communication, B.S. major**

   Teacher Licensure programs:

   Liberal Education:

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

   **N/A – all programs are within proposing department**

   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 4340
   Graduate:

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

Current Course Title: Digital Cinema
Proposed Course Title, if different:

Current Course Description:
Introduction to the theory and practice of motion picture filmmaking as it applies to digital media. Topics include familiarity with filmmaking equipment; basic cinematic techniques; converting ideas to images; the use of lighting, editing, and sound in cinema; scheduling, casting, and location scouting; and the role of acting, directing, and good storytelling in the filmmaking process. Students work in small groups to make short digital video films that manifest their ideas and beliefs in content and process. Forms of distribution are also explored, including DVD, the Internet, and Web streaming. Prerequisites: MASC 2233 and MASC 2850. (Might not be offered every year.)

Proposed Course Description, if different:
Introduction to the theory and practice of motion picture filmmaking as it applies to digital media. An interdisciplinary group of students work together to make short films that manifest their ideas and beliefs. Topics include familiarity with filmmaking equipment; basic cinematic techniques; converting ideas to images; the use of lighting, editing, and sound in cinema; scheduling, casting, and location scouting; and the role of acting, directing, and good storytelling in the filmmaking process. Prerequisites: MASC 2243 and MASC 2250 preferred for Mass Communication majors. (Might not be offered every year.)

Current Credits: 3
Proposed Credits, if different:

Current Prerequisite(s):
   Undergraduate: MASC 2233 and MASC 2850
   Graduate:

Proposed Prerequisite(s), if different:
   Undergraduate: MASC 2243 and MASC 2250 preferred for Mass Communication majors
Graduate:

1) Reason(s) for change(s):

Course description and prerequisites have been changed to encourage greater interdisciplinary enrollment for this course.

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

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

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

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

for:

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

for:

5) Service Areas:

This course is a requirement or an elective in the programs/areas listed below. To locate where this course appears please search the online catalog, as follows:

   a) go to http://www.bemidjistate.edu/academics/catalog/ and choose the most recent catalog(s),
   b) click on “Areas of Study, and Course Descriptions,”
   c) click on “PDF of Entire Catalog” in upper right,
   d) press Ctrl F, and enter the prefix and number of the course(s) from this form.

Non-licensure programs:
* Mass Communication, B.S. major
* Mass Communication minor

Teacher Licensure programs:

Liberal Education:

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

N/A – all programs are within proposing department

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 4840
  Graduate:
Proposed Course Number(s), if different:
  Undergraduate:
  Graduate:

Current Course Title: Portfolio
Proposed Course Title, if different:

Current Course Description:
This course helps students organize and complete a professional portfolio. Students will present their portfolio to faculty and media professionals, and they will receive a constructive, one-on-one evaluation of their work from a variety of media, marketing and advertising professionals. Prerequisite(s): MASC 2780, Mass Communication or Marketing Communication major and have senior status.

Proposed Course Description, if different:

Current Credits: 1
Proposed Credits, if different: 3

Current Prerequisite(s):
  Undergraduate: MASC 2780, Mass Communication or Marketing Communication major and have senior status.
  Graduate:
Proposed Prerequisite(s), if different:
  Undergraduate:
  Graduate:

1) Reason(s) for change(s):
Changing to three credits provides students a better preparation for professional work after graduation and allows the instructor to work more closely with the students.

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:
   * Mass Communication B.S. major
   * Marketing Communication, B.S. major

   Teacher Licensure programs:

   Liberal Education:

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

**Programs are part of proposing department**

Please check one of the items below:

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

__X__ Comments were received within one week of the notification, and are attached. (*email from Doug Leif at end of proposal*)
BSU Curriculum Forms

Form 3

New Course Form

Course Number:
Undergraduate: MASC 3111
Graduate:

Course Title: Student Media Practicum I

Course Description:

This practicum is designed to give students hands-on learning opportunities by working for the student media. Students will work with one of the three student media outlets: Northern Student magazine and website, KBSU-TV television station or FM-90 radio station. Students may work with story and program creation, or on the business and advertising side of the student media. Prerequisite(s): consent of the instructor.

Credits: 1

Prerequisite(s): Consent of the instructor

1. Reason(s) for creating this course: Students in the mass communication major need to get practical experience working by working with student media.

2. How often will this course be offered? Fall and spring semesters

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

Students will
• gain practical experience working with the different student mediums.
• meet with media faculty advisor to develop a written plan for the semester.
• spend 40 hours fulfilling the written plan.

4. What are the major content areas for the course?

• Video production
• TV broadcasting experience
• Writing
• Photography
• Media design
• Social media
- Radio broadcasting

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

Not repeatable

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

On campus only class

7. What is the projected maximum class size (cap)? 8

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

Valica Boudry
Roger Paskvan

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

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

None

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

Amount per student: $

For:

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

Additional Information:
This course will be taught as a no load class by the instructors who are the student media faculty advisors for each particular student media. Each student will work with the student media faculty advisor to create a plan for the semester to grow their skills in their area of interest. The expectation is the student will create at least several pieces for inclusion in their portfolio.
Bemidji State University
MASC 3111: Student Media Practicum I
1 credit

Contact Information:
Instructor: ____________________ Office: ____________________
Telephone: ____________________ Office Hours: ____________________
E-mail: ____________________

Course Description:
This practicum is designed to give students hands-on learning opportunities by working for the student media. Students will work with one of the three student media outlets: Northern Student magazine and website, KBSU-TV television station or FM-90 radio station. Students may work with story and program creation, or on the business and advertising side of the student media. Prerequisites: consent of instructor.

Textbooks/Materials: There are no textbooks required for this course

Grade Scale: S/U grading | Pass/Fail

Learning Outcomes:
Students will:
• gain practical experience working with the different student mediums.
• meet with media faculty advisor to develop a written plan for the semester
• spend 40 hours fulfilling the written plan

Major Content Areas:
• Video production
• TV broadcasting experience
• Writing
• Photography
• Media design
• Social media
• Radio broadcasting

Outline/Assignments: TBD with each student’s media faculty advisor

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

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

Form 3

New Course Form

Course Number:
Undergraduate: MASC 3222
Graduate:

Course Title: Student Media Practicum II

Course Description:

This practicum will build on the skills learned in Student Media Practicum I. Students will continue to work with the Northern Student magazine and website, KBSU-TV television station or FM-90 radio station, but may take leadership roles and work on more in-depth projects. Students may work with story and program creation, or on the business and advertising side of the student media.

Prerequisite(s): MASC 3111 and consent of the instructor.

Credits: 1

Prerequisite(s): MASC 3111 and consent of the instructor

1. Reason(s) for creating this course: Students in the mass communication major need to get practical experience working by working with student media.

2. How often will this course be offered? Fall and spring semesters

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

Students will:

- gain practical experience working with the different student mediums.
- meet with media faculty advisor to develop a written plan for the semester
- spend 40 hours fulfilling the written plan

4. What are the major content areas for the course?

- Video production
- TV broadcasting experience
- Writing
- Photography
- Media design
- Social media
• Radio broadcasting

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

Not repeatable

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

On campus only class

7. What is the projected maximum class size (cap)? 8

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

Valica Boudry
Roger Paskvan

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

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

None

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

Amount per student: $

For:

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

Additional information:
This course will be taught as a no load class by the instructors who are the student media faculty advisors for each particular student media. Each student will work with the student media faculty advisor to create a plan for the semester to grow their skills in their area of interest. The expectation is the student will create at least several pieces for inclusion in their portfolio.
Bemidji State University
MASC 3222: Student Media Practicum II
1 credit

Contact Information:
Instructor: ____________________ Office: ____________________
Telephone: ____________________ Office Hours: ____________________
E-mail: ____________________

Course Description:
This practicum will build on the skills learned in Student Media Practicum I. Students will continue to work with the Northern Student magazine and website, KBSU-TV television station or FM-90 radio station, but may take leadership roles and work on more in-depth projects. Students may work with story and program creation, or on the business and advertising side of the student media. Prerequisite(s): MASC 3111 and consent of the instructor.

Textbooks/Materials: There are no textbooks required for this course

Grade Scale: S/U Grading Pass/Fail

Learning Outcomes:
Students will:
- gain practical experience working with the different student mediums.
- meet with media faculty advisor to develop a written plan for the semester
- spend 40 hours fulfilling the written plan

Major Content Areas:
- Video production
- TV broadcasting experience
- Writing
- Photography
- Media design
- Social media
- Radio broadcasting

Outline/Assignments: TBD with each student’s media faculty advisor

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

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

Form 3

New Course Form

Course Number:
   Undergraduate: MASC 3232
   Graduate:

Course Title: Media Production II

Course Description:

This class is designed to give a student an introduction to the broadcast television environment. The course will provide a path to the creative process utilizing visual tools to develop media story experiences. Students will become skilled in video equipment operation utilizing the department’s television facilities. These skills will be taught through hands-on experiences in the creative process of media production. These objectives will be accomplished through classroom lectures, discussions, group activities and on-air presentations. The majority of the learning in this course will involve hands-on field experiences in a controlled laboratory environment.

Prerequisites: MASC 2243 and MASC 2250.

Credits: 3

Prerequisite(s): MASC 2243 and MASC 2250

1. Reason(s) for creating this course: Program needed a course following Media Production 1 to build students’ foundation skills in video and audio before they took advanced audio and video classes.

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

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

   1. identify the roles of the production crew in producing a TV show.
   2. review of audio fundamentals and microphone placement methods for TV.
   3. demonstrate understanding of TV camera, white balance, getting the best picture.
   4. demonstrate understanding of lighting for TV, three point lighting, camera light.
   5. create television graphics.
   6. write a TV script.
   7. identify the right equipment, tripod, headphones, cables for video shoots.
   8. demonstrate understanding of color temperature and types of lighting.
   9. plan various types of video stories.
  10. capture the audio portion of a video shoot.
11. produce and edit a story with a single/multi-cameras.
12. critique and evaluate video work.

4. What are the major content areas for the course?
   - Video production
   - Audio production
   - TV broadcasting
   - Radio broadcasting

5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned?
   Not repeatable

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

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

8. What qualified faculty will be available to teach this course?
   Roger Paskvan
   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).
    Amount per student: $
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.
MASC 3232 Media Production II

Purpose: This class is designed to give a student an introduction to the broadcast television environment. The course will provide a path to the creative process utilizing visual tools to develop media story experiences. Students will become skilled in video equipment operation utilizing the department's television facilities. These skills will be taught through hands-on experiences in the creative process of media production. These objectives will be accomplished through classroom lectures, discussions, group activities and on-air presentations. The majority of the learning in this course will involve hands-on field experiences in a controlled laboratory environment. Prerequisites: MASC 2243 and MASC 2250.


Note: Each student must have a minimum 0.5 (500K) TB hard drive for this class

Course Objectives (What you will accomplish in this class)
Students will:
1. identify the roles of the production crew in producing a TV show.
2. review of audio fundamentals and microphone placement methods for TV.
3. demonstrate understanding of TV camera, white balance, getting the best picture.
4. demonstrate understanding of lighting for TV, three point lighting, camera light.
5. create television graphics.
6. write a TV script.
7. identify the right equipment, tripod, headphones, cables for video shoots.
8. demonstrate understanding of color temperature and types of lighting.
9. plan various types of video stories.
10. capture the audio portion of a video shoot.
11. produce and edit a story with a single/multi-cameras.
12. critique and evaluate video work.

Assignments lab
a) Learning to record video
b) How to set up a camera and make it work assignment/test
c) White balance /picture composition assignment/foreground-background
d) External lighting assignment
e) Writing a script for an interview assignment
b) Video Editing - Adobe Premiere CS6 Video editing assignments/review
c) Writing/shooting TV commercials - assignments
d) Editing your first TV commercial and others Adobe CS6
e) Producing an interview TV show - assignment
f) Producing/editing a short story narrative for video

**Air Shift** - Each student will sign up for a special 3 hour weekly radio shift on FM90 KBSB. (This will run the whole semester)

**Remote Production /or sports** Each student will be responsible for attending and participating in two or more remote events televised by KBSU TV crew. (Total 15 Hrs.) (Counts for extra credit especially if you have been absent)

**Grading** will be subjective and taken from accumulated evaluations
Attendance is important since this is a group activity and will be counted-graded.

Evaluation will be from written tests and subjective grading of performance of assignments. Lab assignments may be shown in class or graded by instructor.

**Evaluation and attendance:** Since this is a skill building class, evaluation will be subjectively done over work completed in class. Grading will be subjective and taken from accumulated evaluations. Attendance is important and will be taken for each class. Since this is a group activity the importance of being in class to operate audio and video equipment cannot be overemphasized. Do not miss class without a written excuse. *Email the instructor if you must be absent.* Missing two (2) unexcused radio air shifts will drop your final grade by one letter. Missing three or more air-shifts, you will be dropped from this class

**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.

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

**COOPERATIVE WORK POLICY:**
Each student is solely responsible for his or her own assignments. There must not be any plagiarizing of any other person’s creative or video material. Be creative and original.
**Cell Phone Policy:**

(Important) Cellphones disrupt everyone in class. Your cell phone is to be silenced at the beginning of class. Talking on your phone or texting during class will not be permitted. The same policy holds for email. If you're going to read/answer your emails during lecture, don't bother coming to class. *(You will actually survive without looking at your phone/emails for an hour!)* First offense, you will be asked to stop. Second offense, you will be asked to leave the class.

(Note: if you are a certified first responder or fireman, see me)
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
   Undergraduate: MASC 4303
   Graduate:

Course Title: Final Media Showcase

Course Description:
Students will produce a 'calling card' project with advice and guidance from faculty. The project will represent the student's highest achievement in media production. Projects can include audio recordings, video, live broadcast, digital cinema, and other emerging media. All students present their projects at a public showcase at the end of the semester. Students must complete a proposal and project timeline and submit it to the instructor prior to registration. Prerequisite(s): MASC 3330, MASC 4312 and have senior status.

Credits: 3

Prerequisite(s):
   Undergraduate: MASC 3330, MASC 4312 and have senior status.
   Graduate:

1. Reason(s) for creating this course: To provide students with the opportunity to produce a final media project at a professional level before graduation and showcase this production in a formal public screening event at the end of the semester.

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

3. What are the student learning outcomes for the course (please precede each outcome with "Students will...")?
   Students will
   • create an audio or video project that demonstrates depth and sophistication.
   • exercise planning and implementation skills.
   • apply skills in critiquing production and written work and works-in-progress.
   • investigate networking opportunities with professionals in the chosen area of emphasis.

4. What are the major content areas for the course?
- Audio
- Video and film production
- Business and organizational media communication and training
- Media production for advertising agencies and public relations firms

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)? **20**

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

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

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

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

   Amount per student: $
   
   For:

11. Attach a sample syllabus for the course. Note: if this course is double-numbered (u-grad/grad), the syllabus must include an additional component for graduate students.
MASC 4303 Final Media Showcase
Course Syllabus

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

REQUIRED MATERIALS:

Portable Hard drive (PC compatible)
Selected Readings and Media Samples to be provided by the instructor depending on the nature of the student project

READ THIS DOCUMENT CAREFULLY

COURSE OBJECTIVES:
Students will produce a 'calling card' project with advice and guidance from faculty. The project will represent the student's highest achievement in media production. Projects can include audio recordings, video, live broadcast, digital cinema, and other emerging media. All students present their projects at a public showcase at the end of the semester. Students must complete a proposal and project timeline and submit it to the instructor prior to registration. Prerequisite(s): MASC 3330, MASC 4312 and senior status.

The course objectives are:

• Students will create an audio or video project that demonstrates depth and sophistication.
• Students will exercise planning and implementation skills.
• Students will apply skills in critiquing production and written work and works-in-progress.
• Students will investigate networking opportunities with professionals in the chosen area of emphasis.

ATTENDANCE & PARTICIPATION:
Since ‘being there’ is how your learning, attendance and participation are required. Being late, missing class, late assignments and lack of participation will seriously affect your grade. Each student is solely responsible for their own assignments. There must not be any plagiarizing of any other person’s creative or video material. Be creative and original.
All written and media assignments must be completed on time. Keep copies of your work, as the instructor is not responsible for lost work. **All assignments must be typed. No handwritten work will be accepted.** You are responsible to know the textbook material whether covered in class or not.

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

**Statement of Academic Integrity**

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

**Disability Services:**

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

**Mental Health & Counseling:**

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

**Assignments & Grade Value:**

1. **Proposal (5%)**:
   
   Each of you will undertake a semester-long independent project/paper. In preparation for completing this project, you will develop a proposal. Your proposal (1-2 pages, typed) should contain the following information:

   **CONTACT INFO:** Your name and email
**SUBJECT:** What is your project/paper about? Give your reader a concise description and some background knowledge on the topic. Also discuss why it is an important contribution.

**PROJECT FORMAT:** What will your short project look and sound like? Is it web or screen-based, an installation, an object, digital photography, etc.? Does it fit into an established genre such as net.art, artist games, animation, documentary, narrative, experimental, or a hybrid?

**METHODOLOGY:** How will you go about completing your project? What Intermediate or Advanced production or theory courses have you taken? What are your primary sources and conceptual tools for research? What experience and resources (financial, technical, artistic, etc.) do you have and what will you need to execute your ideas? A timeline can be useful in describing your process. Please explain the relationship between your final project and your studies.

2. **Work-In-Progress Review (10%)**
   You will meet with the instructor to formally review the progress of your work midway through the course. Depending on your project, this will include reviewing audio recordings, video footage, editing and a schedule for completion of the project.

3. **Showcase Project (65%)**
   This project should synthesize what you have learned in the course of the major. Be thoughtful about your choice of project subject and format. Your showcase project should reflect and demonstrate the knowledge and skills you have acquired in the Mass Communication and Marketing Communication classes you have taken thus far. It should be a culmination of your college career in the Department of Integrated Media.

4. **Public Screening (20%)**
   The public screening of your showcase project represents your emergence as a media professional. You will advertise the screening of your project to students, staff and faculty on campus through posters, email and other forms of public announcement. You will also network with media professionals in the area, also inviting them to view and critique your work. The instructor must approve your project before it can be screened.
**Grading:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>100-93%</td>
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<tr>
<td>A-</td>
<td>92-91%</td>
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<td>B+</td>
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<tr>
<td>C-</td>
<td>75-73%</td>
</tr>
<tr>
<td>D+</td>
<td>72-69%</td>
</tr>
<tr>
<td>D</td>
<td>68-65%</td>
</tr>
<tr>
<td>Fail</td>
<td>lower than 65%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Date</th>
<th>Class Topics &amp; Activity</th>
<th>Reading &amp; Assignments Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Course requirements &amp; Policies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Creating a proposal</td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Present proposal</td>
<td>Proposal Due</td>
</tr>
<tr>
<td>Week 3-6</td>
<td>Instructor advising and individual project pre-production</td>
<td></td>
</tr>
<tr>
<td>Week 7-11</td>
<td>Instructor advising and individual project production</td>
<td>Work-in-progress review</td>
</tr>
<tr>
<td>Week 12-15</td>
<td>Instructor advising and individual project post-production</td>
<td>Final review</td>
</tr>
<tr>
<td>Week 16</td>
<td>Preparing for public screening</td>
<td></td>
</tr>
<tr>
<td>Final Screening</td>
<td>Final screening presentation</td>
<td>Showcase Screening</td>
</tr>
</tbody>
</table>
BSU Curriculum Forms

Form 3
Updated: 9.19.15

New Course Form

Course Number:
  Undergraduate: MASC 4312
  Graduate:

Course Title: Production Company

Course Description: Build your resume and portfolio with practical experience working with real clients. Work collaboratively with community organizations and businesses to analyze needs, develop plans, and create media and marketing products. Prerequisites: MASC 3450 and MASC 3480.

Credits: 3

Prerequisite(s):
  Undergraduate: MASC 3450 and MASC 3480
  Graduate:

1. Reason(s) for creating this course: The Integrated Media Department does not yet have an experiential service learning course that is specifically focused on working with community organizations and businesses.

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

3. What are the student learning outcomes for the course (please precede each outcome with "Students will...")?
   - Students will recognize and recall terms and concepts related to media production for clients.
   - Students will use standard media production process to research, gather requirements, and propose creative content to community organization and local business clients.
   - Students will evaluate and critique media/creative content holistically and in terms of the component parts - audio, video, editing, and/or design.
   - Students will produce and deliver sophisticated media content to clients.

4. What are the major content areas for the course?
   - Standard media production process
   - Media/creative content evaluation and critique
   - Content creation and delivery
5. Is this course repeatable for credit, and if so, what is the maximum number of credits that can be earned? **Not repeatable.**

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

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

8. What qualified faculty will be available to teach this course? **Debra Sea, Virgil Bakken, Valica Boudry**

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

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

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

    Amount per student: $

    For:

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

    Note the syllabus was better displayed as a pdf file Therefore, the PDF document has been cut/pasted into the proposal.

   Notes:
   * Because the below syllabus is a PDF document, the incorrect course # on each page has been struck through and will be updated once approved through the curricular process.
   * Because the below syllabus is a PDF document, the incorrect course description is currently on the document and will be updated to what is indicated on form 3 once approved through the curricular process.
Production Company
MASC 3900, FALL 2017

Hello!
My name is Debra Sea.

CONTACT ME
Debra 242
drea@bemidjistate.edu
218 - 755 - 3358
@DebraSe

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

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

You can schedule an appointment using Starfish or drop in.

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

MON TUES WED THURS FRI

Online 8:30-9:30 AM
D 242 1:3 PM

D 242 9-10 AM
2-4 PM

Online 8:30-9:30 AM
D 242 2:4 PM

D 242 1-2 PM

REQUIRED TEXT
Stretch, Unlock the Power of Less and Achieve More Than You Ever Imagined. Publisher: Routledge.

REQUIRED EMAIL
Check email every day and use your bemidjistate.edu email address.

REQUIREMENTS
1. Attendance is required and expected
2. Textbook is required
3. Participation in class assignments and activities
4. Team work is required - this is very challenging. Make sure that you are contributing to your team.
READ THIS PAGE CAREFULLY

COURSE DESCRIPTION:
You'll immerse yourself in media production for two clients. You'll use a standard process to research, analyze, propose, create and deliver creative content to a client. Each student team will work with one medium - radio, video, print, internet/social media. Proficiency in this media production process will increase your marketability - no matter who you work for.

LEARNING OBJECTIVES:
1. Recognize and recall terms and concepts related to media production for clients.
2. Use standard media production process to research, gather requirements, and propose creative content to community organizations and local business clients.
3. Evaluate and critique media/creative content holistically and in terms of the component parts - audio, video, editing, and/or design.
4. Produce and deliver sophisticated media content to clients.

METHOD OF INSTRUCTION:
This class consists of lectures, presentations and client based projects.

ATTENDANCE
Attendance is required. I expect you to be in class participating every day. You are allowed two free cuts and each absence after that will result in -1/3 of a grade. If you cannot commit to attend this class, drop it and take something else.

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

STUDENTS WITH SPECIAL NEEDS STATEMENT:
Upon request this document can be made available in alternate formats. Please contact your instructor or the Disabilities Services office at (218) 755-3883 for assistance or the AUC Office at 262-6750 or (800) 369-4970

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

Participation/Cooperation (10%) While attendance is expected, participation and cooperation points are earned. This is a somewhat subjective assessment based on how much you are contributing to your team and projects and how helpful and cooperative you are during the course.

Media Share (10%) You’ll analyze, introduce and share media that inspires you. Each person will complete two media shares - each is worth 5% of your grade.

Reflection papers (15%) There are two reflection papers - one due after each client project. Each is worth 7.5%. Reflection papers help us reflect on the accomplishments and problems of the work we’ve just completed.

Chapter Summaries (15%) Our textbook is a popular business title. One question that I always get asked in interviews is “What books are you reading?” This will help you address that question. You’ll write a chapter summary and reflection paragraph about how the chapter applies to your life for the 10 chapters in the book.

Client Projects (50%) There will be two client projects. Included in the client project is a research paper, a copy platform, a creative brief, creative content and client presentations.

Point values are subject to change
- Participation/Cooperation 10%
- Media Share 10%
- Reflection papers 15%
- Chapter summaries 15%
- Client Projects 50%

Your grade will be determined as a percentage: A over 90, B over 80, C over 70 and so on.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUG 21-27</td>
<td>Introduction to Course &lt;br&gt;Wed: Media Share 1 - Group 1 &lt;br&gt;Friday: Media Share 1 - Group 2</td>
<td>Syllabus</td>
</tr>
<tr>
<td>AUG/SEP 28-3</td>
<td>Client Project 1 - Research Phase &lt;br&gt;Field Trip - Headwaters Science Center &lt;br&gt;Client Interview &lt;br&gt;Due before midnight: Sep 9 &lt;br&gt;1. Chapter 1 summary &lt;br&gt;2. Research Report</td>
<td>Textbook: &lt;br&gt;Introduction pp ix - xii &lt;br&gt;Chapter 1 - pp 1 - 20</td>
</tr>
<tr>
<td>SEP 4-10</td>
<td>No class Sep 4 - Labor Day &lt;br&gt;Client Project 1 - Research Phase &lt;br&gt;Due before midnight: Sep 10 &lt;br&gt;1. Chapter 2 summary &lt;br&gt;2. Copy Platform</td>
<td>Textbook: &lt;br&gt;Chapter 2 - pp 21 - 44</td>
</tr>
<tr>
<td>SEP 11-17</td>
<td>Client Project 1 - Proposal Phase &lt;br&gt;Due before midnight: Sep 17 &lt;br&gt;1. Chapter 3 summary &lt;br&gt;2. Creative Brief(s)</td>
<td>Textbook: &lt;br&gt;Chapter 3 - pp 45 - 70</td>
</tr>
<tr>
<td>SEP 18-24</td>
<td>Client Project 1 - Proposal Phase &lt;br&gt;Client Presentation &lt;br&gt;Due before midnight: Sep 24 &lt;br&gt;1. Chapter 4 summary &lt;br&gt;2. Revised Creative Brief(s)</td>
<td>Textbook: &lt;br&gt;Chapter 4 - pp 71 - 96</td>
</tr>
</tbody>
</table>

(Assignments and dates will most likely be adjusted along the way)
### PRODUCTION COMPANY SCHEDULE
Production Company / MASC 3900, FALL 2017

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
</table>
| SEP/OCT 25 - 1 | Client Project 1 - Production Phase  
Plan and produce content  
New: Required check in with draft content 9/29 | Textbook:  
Chapter 5 - pp 97 - 122                                               |
| OCT 2-8    | Client Project 1 - Production Phase  
Revise content  
Deliver to client at meeting - Friday Oct 6 | Textbook:  
Chapter 6 - pp 123 - 146                                               |
| OCT 9-15   | Monday - Lessons Learned session  
Wednesday - Media Share Group 1  
Friday - Media Share Group 2 | Textbook:  
Chapter 7 - pp 125 - 146                                               |
| OCT 16-22  | Client Project 2 - Research Phase  
Field Trip  
Client interview | Textbook:  
Chapter 8 - pp 178 - 200                                               |
| OCT 23-29  | Client Project 2 - Research Phase  
Due before midnight: Oct 29 | Textbook:  
Chapter 9 - pp 201 - 224                                               |

(Assignments and dates will most likely be adjusted along the way)
## Production Company Schedule

**Production Company: MASC 9990, Fall 2017**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Reading</th>
</tr>
</thead>
</table>
| **OCT/NOV 30 - 5** | Client Project 2 - Proposal Phase  
Due before midnight: Nov 5  
1. Conclusion summary  
2. Creative Brief(s) | Textbook: Conclusion - pp 225 - 2 |
| **NOV 6 - 12** | Client Project 2 - Proposal Phase  
Client Presentation - Nov 8  
Class does not meet Nov 10 - Veterans Day  
Due before midnight: Sep 12  
1. Revised Creative Brief(s) | |
| **NOV 13 - 19** | Client Project 2 - Production Phase  
Plan and produce content  
Due before midnight: Nov 19  
1. Draft content | |
| **NOV 20 - 26** | Fall Break - class does not meet  
Happy Thanksgiving! | |
| **NOV/DEC 27 - 3** | Client Project 2 - Production Phase  
Revise content  
Deliver to client at meeting - Friday Dec 3  
Due before class: Dec 3  
1. Final Content | |
| **DEC 4** | Lessons Learned session  
Course Evaluations | |
| **DEC 7** | Client Project 2 Reflection paper due before 3 PM | |

*(Assignments and dates will most likely be adjusted along the way)*
BSU Curriculum Forms

Form 5

Program Modification Form

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

List all proposed change(s):

1) Increase required credits from 45 to 60.
2) Add (MASC 3111, MASC 3222, MASC 3232) to the required core.
3) The classes (MASC 1100, MASC 1500, MASC 2243, MASC 2250, MASC 2330, MASC 3030, MASC 3110, MASC 3150, MASC 3270, MASC 3300, MASC 3330, MASC 3450, MASC3460, MASC 3480, MASC 3790, MASC 4330, MASC 4840) have modifications in one or more of the following: prerequisites, titles, number of credits, course number change or liberal education goal area.
4) Place classes (MASC 1100, MASC 2600, MASC 2690) in the required electives.
5) Place new classes (MASC 4303, MASC 4312) in the required electives.
6) Change required electives from 12 to 21 credits.
7) Add “(Electives chosen must meet departmental approval)” to the electives section.
8) Add MASC 1100 to Liberal Education Goal Area 5.
9) Add MASC 1500 to Liberal Education Goal Area 11.
10) Add MASC 3300 to Liberal Education Goal Area 6.

Reason(s) for the change(s):
The Integrated Media Department revised its program outcomes this fall and these proposed curriculum changes reflect those changed program outcomes. Our goal is to prepare students to be proficient across multiple mediums, but to have a deeper expertise in one area. This will help to make them more competitive in the job market. To achieve this, we propose raising the number of credits from 45 credits to 60 credits, which is close to the number of credits the department has traditionally required of mass communication majors.

We also are making changes in the pre-requisites of some classes, as we will want students to sequence through classes in a particular way in an effort to continually advance their skills.

The new classes being proposed will create both capstone experiences for students and require them to get experience in our department’s student media. These are important components to preparing them for, and making them more competitive in, the media field.
The department is also proposing to put two of its classes into the Liberal Education course offerings.

**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/](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/](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).

N/A – No courses from other departments have been added/removed from this major.

Please check one of the items below:

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

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

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

**Alert:** Attach a copy of the current program showing the marked changes.

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

Required Credits: 45-60
Required GPA: 2.50

I REQUIRED CORE COURSES
COMPLETE THE FOLLOWING COURSES:

MASC 1500 Introduction to Mass Making Media (1 credit)
MASC 2243 Video Editing (3 credits)
MASC 2250 Media Production I (4 to 3 credits)
MASC 2460 Digital Photography (3 credits)
MASC 2780 Culmination (3 credits)
MASC 2850 Media Writing I (3 credits)
MASC 3111 Student Media Practicum I (1 credit)
MASC 3222 Student Media Practicum II (1 credit)
MASC 3232 Media Production II (3 credits)
MASC 3270 Media and Social Change (3 credits)
MASC 3720 Media Writing II (3 credits)
MASC 3850 Media Ethics and Law (3 credits)
MASC 4840 Portfolio *(3 credits)*

COMPLETE THE FOLLOWING COURSE (3 CREDITS):
MASC 4970 Internship (3 credits)

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

II REQUIRED ELECTIVES (Electives chosen must meet departmental approval)
SELECT 12-21 SEMESTER CREDITS OF ELECTIVES FROM THE
FOLLOWING COURSES:
MASC 1100 Mass Media and Society (3 credits)
MASC 2330 Headwaters Film Festival (2 credits)
MASC 2600 Advertising (3 credits)
MASC 2690 Public Relations (3 credits)
MASC 2925 People and the Environment: Mass Media Perspectives (3 credits)
MASC 3030 News Team (3 credits)
MASC 3110 Media Content Creation (1-3 credits)
MASC 3150 Photojournalism (3 credits)
MASC 3300 Independent Film (1 credit)
MASC 2330 Headwaters Film Festival (2 credits)
MASC 3330 Performance and Production (3 credits)
MASC 3450 Advanced Field Production (3 credits)
MASC 3460 Multimedia Production (3 credits)
MASC 3470 Multimedia Marketing (3 credits)
MASC 3480 Advanced Audio Production (3 credits)
MASC 3500 Media Design (3 credits)
MASC 3600 Social Media Marketing (3 credits)
MASC 3650 Media Production for Social Entrepreneurship (3 credits)
MASC 3670 Documentary Film (3 credits)
MASC 3750 Communication History (3 credits)
MASC 3790 Screenwriting (3 credits)
MASC 3900 Topics in Mass Communication (1-3 credits)
    or MASC 4900 Topics in Mass Communication (1-3 credits)
MASC 4303 Final Media Showcase (3 credits)
MASC 4312 Production Company (3 credits)
MASC 4330 Engineering for Electronic Media (3 credits)
MASC 4333 News Team (3 credits)
MASC 4340 Digital Cinema (3 credits)
MASC 4460 Multimedia Production (3 credits)
(Clean Copy)

Mass Communication, B.S. major

Required Credits: 60
Required GPA: 2.50

I REQUIRED CORE COURSES
COMPLETE THE FOLLOWING COURSES:

MASC 1500 Making Media (1 credit)
MASC 2243 Video Editing (3 credits)
MASC 2250 Media Production I (3 credits)
MASC 2460 Digital Photography (3 credits)
MASC 2780 Culmination (3 credits)
MASC 2850 Media Writing I (3 credits)
MASC 3111 Student Media Practicum I (1 credit)
MASC 3222 Student Media Practicum II (1 credit)
MASC 3232 Media Production II (3 credits)
MASC 3270 Media and Social Change (3 credits)
MASC 3720 Media Writing II (3 credits)
MASC 3850 Media Ethics and Law (3 credits)
MASC 4840 Portfolio (3 credits)

COMPLETE THE FOLLOWING COURSE (3 CREDITS):
MASC 4970 Internship (3 credits)

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

II REQUIRED ELECTIVES (Electives chosen must meet departmental approval)
SELECT 21 SEMESTER CREDITS OF ELECTIVES FROM THE FOLLOWING COURSES:
MASC 1100 Mass Media and Society (3 credits)
MASC 2600 Advertising (3 credits)
MASC 2690 Public Relations (3 credits)
MASC 2925 People and the Environment: Mass Media Perspectives (3 credits)
MASC 3110 Media Content Creation (3 credits)
MASC 3150 Photojournalism (3 credits)
MASC 3300 Independent Film (1 credit)
MASC 3310 Headwaters Film Festival (2 credits)
MASC 3330 Performance and Production (3 credits)
MASC 3450 Advanced Field Production (3 credits)
MASC 3470 Multimedia Marketing (3 credits)
MASC 3480 Advanced Audio Production (3 credits)
MASC 3500 Media Design (3 credits)
MASC 3600 Social Media Marketing (3 credits)
MASC 3650 Media Production for Social Entrepreneurship (3 credits)
MASC 3670 Documentary Film (3 credits)
MASC 3750 Communication History (3 credits)
MASC 3790 Screenwriting (3 credits)
MASC 3900 Topics in Mass Communication (1-3 credits)
or MASC 4900 Topics in Mass Communication (1-3 credits)
MASC 4312 Production Company (3 credits)
MASC 4303 Final Media Showcase (3 credits)
MASC 4330 Engineering for Electronic Media (3 credits)
MASC 4333 News Team (3 credits)
MASC 4340 Digital Cinema (3 credits)
MASC 4460 Multimedia Production (3 credits)
SUGGESTED SEMESTER SCHEDULE FOR MASS COMMUNICATION, B.S. MAJOR

The following is a list of required Mass Communication, B.S. major courses by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions and this schedule is flexible.

Freshman

- MASC 1500 Making Media (1 credit)
- MASC 2243 Video Editing (3 credits)
- MASC 2460 Digital Photography (3 credits)
- MASC 2850 Media Writing I (3 credits)
- Liberal Education Requirements (MASC 1100 Mass Media and Society fulfills Goal Area 9)

Sophomore

- MASC 2250 Media Production I (3 credits)
- MASC 2780 Culmination (3 credits)
- MASC 3111 Student Media Practicum I (1 credit)
- MASC 3232 Media Production II (3 credits)
- MASC 3450 Advanced Field Production (3 credits)
- MASC 3720 Media Writing II (3 credits)
- Choose from:
  -- MASC 1100 Mass Media and Society (3 credits)
  -- MASC 2600 Advertising (3 credits)
  -- MASC 2690 Public Relations (3 credits)
- MASC Required Electives
- Liberal Education Requirements

Junior

- MASC 3270 Media and Social Change (3 credits)
- MASC 3850 Media Ethics and Law (3 credits)
- MASC 3222 Student Media Practicum II (1 credit)
- MASC 3150 Photojournalism (3 credits)
- MASC 3480 Advanced Audio (3 credits)
- MASC 3330 Performance and Production (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3600 Social Media Marketing (3 credits)
- MASC 4970 Internship
- MASC Required Electives
- Liberal Education Requirements
Senior

- MASC 3030 Multi-Platform Storytelling (3 credits)
- MASC 3460 Multimedia Production (3 credits)
- MASC 4303 Final Media Showcase (3 credits)
- MASC 4312 Production Company (3 credits)
- MASC 4840 Portfolio (3 credits)
- MASC 4970 Internship
- MASC Required Electives
- Liberal Education Requirements
BSU Curriculum Forms

Form 5

Program Modification Form

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

List all proposed change(s):

1) **Increase credits from 52 to 54 (with credit change for MASC 4840).**
2) The current pre-requisites are being added into the course description for MASC 3270.
3) MASC 4840 is changing from a one-credit course to a three-credit course.

Reason(s) for the change(s):
**The pre-requisites are being added to make clear to students what they are, and the MASC 4840 course is being increased to a 3-credit course to reflect the time both students and instructor will put into the course.**

**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/](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/](http://www.bemidjistate.edu/faculty_staff/faculty_association/forms/)).

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

Please check one of the items below:

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

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

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

Required Credits: **52-54**
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 2600 Advertising (3 credits)
• MASC 2690 Public Relations (3 credits)
• MASC 2780 Culmination (3 credits)
• MASC 2850 Media Writing I (3 credits)
• MASC 3270 Media and Social Change (3 credits)
• MASC 3470 Multimedia Marketing (3 credits)
• MASC 3500 Media Design (3 credits)
• MASC 3600 Social Media Marketing (3 credits)
• MASC 4840 Portfolio (1-3 credits)

SELECT 1 OF THE FOLLOWING COURSES, 3 credits:
• MASC 4970 Internship (3 credits)
• BUAD 4970 Internship (1-12 credits)
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 2600 Advertising (3 credits)
• MASC 2690 Public Relations (3 credits)
• MASC 2780 Culmination (3 credits)
• MASC 2850 Media Writing I (3 credits)
• MASC 3270 Media and Social Change (3 credits)
• MASC 3470 Multimedia Marketing (3 credits)
• MASC 3500 Media Design (3 credits)
• MASC 3600 Social Media Marketing (3 credits)
• MASC 4840 Portfolio (3 credits)

SELECT 1 OF THE FOLLOWING COURSES, 3 credits:
• MASC 4970 Internship (3 credits)
• BUAD 4970 Internship (1-12 credits)
SUGGESTED SEMESTER SCHEDULE FOR MARKETING COMMUNICATION, B.S. MAJOR

The following is a list of required Marketing Communication, B.S. major courses by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions and this schedule is flexible.

Freshman
- MASC2820
- Liberal Education Requirements

Sophomore
- BUAD 3361 Marketing (3 credits)
- MASC 2600 Advertising (3 credits)
- MASC 2690 Public Relations (3 credits)
- MASC 2780 Culmination (3 credits)
- MASC 3270 Media and Social Change (3 credits)
- MASC 3600 Social Media Marketing (3 credits)
- Liberal Education Requirements

Junior
- BUAD 3351 Management (3 credits)
- BUAD 3467 Advertising Management (3 credits)
- BUAD 3567 Consumer Behavior (3 credits)
- BUAD 3569 E-Marketing (3 credits)
- BUAD 4467 Marketing Research (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3850 Media Ethics and Law (3 credits)
- MASC Internship
- Liberal Education Requirements

Senior
- BUAD 3568 Personal Selling (3 credits)
- BUAD 4468 Marketing Management (3 credits)
- MASC 3470 Multimedia Marketing (3 credits)
- MASC 4840 Portfolio (3 credit)
- MASC 4970 Internship (3 credits)
  or BUAD 4970 Internship (1-12 credits) taken for 3 credits
- Liberal Education Requirements
BSU Curriculum Forms

Form 5

Program Modification Form

Program to be modified: Mass Communication minor

List all proposed change(s): Program requirements are not changing; however due to course title changes a program modification is included only to show those changes.

Reason(s) for the change(s): See course modification forms

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).

N/A for other departments/programs

Please check one of the items below:

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

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

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

Alert: Attach a copy of the current program showing the marked changes.

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

Required Credits: 18
Required GPA: 2.50

I REQUIRED CORE COURSES

COMPLETE THE FOLLOWING COURSES:

- MASC 2850 Media Writing I (3 credits)
- MASC 3850 Media Ethics and Law (3 credits)

SELECT 3 OF THE FOLLOWING COURSES:

- MASC 2243 Video Editing (3 credits)
- MASC 2250 Media Production I (4 to 3 credits)
- MASC 2460 Digital Photography (3 credits)
- MASC 3030 News Team (3 credits)
- MASC 3110 Media Content Creation (1-3 3 credits)
- MASC 3150 Photojournalism (3 credits)
- MASC 3330 Performance and Production (3 credits)
- MASC 3460 Multimedia Production (3 credits)
- MASC 3470 Multimedia Marketing (3 credits)
- MASC 3480 Advanced Audio Production (3 credits)
- MASC 3500 Media Design (3 credits)
- MASC 3600 Social Media Marketing (3 credits)
- MASC 3650 Media Production for Social Entrepreneurship (3 credits)
- MASC 3670 Documentary Film (3 credits)
- MASC 3720 Media Writing II (3 credits)
- MASC 3790 Screenwriting (3 credits)
- MASC 4333 Multi Platform Storytelling (3 credits)
- MASC 4340 Digital Cinema (3 credits)
- MASC 4460 Multimedia Production (3 credits)

II REQUIRED ELECTIVES

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

Form 8

Signatures

__ Valica Boudry / Chair / Integraded Media / 11.13.17 ________________________________
Proposer / Title / Date

__ Valica Boudry / Chair / Integraded Media / 11.13.17 ________________________________
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

__ Douglas Leif / Chair / Business Administration / 11.16.17 ________________________________
Chair of Business Department, joint program in Marketing Communication

Note: "All departmental recommendations [on curriculum] must be reviewed and
approved by the department's faculty."--IFO/MnSCU Master Agreement

__ Bonnie Higgins / College of Business / 11.17.17 ________________________________
Dean / College / Date

[Note: at this point, packet goes to Academic Affairs Office.]
Subject: RE: Marke*ngCommunica*on&curriculum$hange
Date: Thursday, November 9, 2017 11:32:25 PM Central Standard Time
From: Douglas Leif
To: Valica Boudry

Valica

The Dept of Business Administration supports your Marketing Communication curriculum proposal.

We truly appreciate that you shared the proposal with us, and really value that you asked for our feedback!

Have a great Veterans’ Day Weekend.

Douglas Leif
Chair, Professor
Business Administration, College of Business
Bemidji State University
1500 Birchmont Drive Northeast #30
Bemidji, MN 56601
218-755-2754 | 218-755-2907
dleif@bemidjistate.edu

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Subject: RE: Marke*ngCommunica*on&curriculum$hange

By3he3nd3h3week3would3be3just3fine.
$ Thank$ou!
Valica
$

From: Douglas Leif
Sent: Wednesday, November 8, 2017 10:35 PM
To: Douglas Leif

I’d like to think by the end of this week, if not tomorrow?
Subject: RE: Curriculum Proposal Approval

Date: Tuesday, February 20, 2018 at 16:09:30 PM Central Standard Time

From: Timothy Goodwin

To: Valica Boudry, Lauren Cobb

I approve.

From: Valica Boudry

Sent: Tuesday, February 20, 2018 6:23 PM

To: Timothy Goodwin; Laurencobb@bemidjistate.edu; Lauren Cobb <LCobb@bemidjistate.edu>

Subject: Curriculum Proposal Approval

Hi Timothy and Lauren,

The Integrated Media Department has proposed the curriculum change below that consists of changing the class description of MASC 1100—Mass Media and Society.

Because MASC 1100—Mass Media and Society is currently part of the English Education B.S. major (Teacher Licensure) program, I would need to have both of your approvals for this curriculum change to happen.

If you could let me know by Thursday, February 22 if you approve this, or don’t approve it, I would greatly appreciate it. The Curriculum Committee needs to know if this description change is okay for license purposes.

I apologize for the quick response request to this, but I was initially told we did not need your signatures, as it is being removed from the required education course list. However since this hasn’t been approved yet, we do need your approval and I need to have the curriculum changes in to the Curriculum Committee by this Thursday.

Please let me know if you have any questions or concerns.

Thank you,

Valica Boudry
Chair, Integrated Media Department
755-3804

PROPOSED CHANGED:

Current Course Description: Theoretical aspects of the media in the United States. Focuses on current media industries, issues, and events from coverage of high-profile events to media criticism. Students should gain an understanding of the social, economic, and intellectual forces that have helped shape the media. The course, primarily through lectures and demonstrations, presents concise historical perspectives. Liberal Education Goal Area 9.

Proposed Course Description: Technology changes us. This class explores how the technology we use shifts our thoughts, feelings, behaviors, and societies. We will better understand the history and evolution of media—from cave art to the internet. And we will study how the content of our media—pornography, conspiracy theories, propaganda, Harry Potter—alters and reflects how we think. We will use various theoretical approaches to understand the ways we are shaped by our media ecosystems. Liberal Education Goal Areas 5 and 9.
Wedneday, February 21, 2018 at 10:01:16 AM Central Standard Time

Subject: Re: Curriculum Proposal Approval

Date: Wednesday, February 21, 2018 at 9:48:31 AM Central Standard Time

From: Lauren Cobb

To: Timothy Goodwin, Vallica Boudry

I approve.

Lauren Cobb

From: Timothy Goodwin

Sent: Tuesday, February 20, 2018 10:09:10 PM

To: Vallica Boudry, Lauren Cobb

Subject: Re: Curriculum Proposal Approval

I approve

From: Vallica Boudry

Sent: Tuesday, February 20, 2018 8:23 PM

To: Timothy Goodwin <TGoodwin@bermudastate.edu>, Lauren Cobb <LCobb@bermudastate.edu>

Subject: Curriculum Proposal Approval

Hi Timothy and Lauren,

The Integrated Media Department has proposed the curriculum change below that consists of changing the class description of MASC 1100—Mass Media and Society.

Because MASC 1100—Mass Media and Society is currently part of the English Education, B.S. major (Teacher licensure) program, I would need to have both of your approvals for this curriculum change to happen.

If you could let me know by Thursday, February 22 if you approve this, or don’t approve it, I would greatly appreciate it. The Curriculum Committee needs to know if this description change is okay for licensure purposes.

I apologize for the quick response request to this, but I was initially told we did not need your signatures, as it is being removed from the required education course list. However, since this hasn’t been approved yet, we do need your approval and I need to have the curriculum changes by the Curriculum Committee by this Thursday.

Please let me know if you have any questions or concerns.

Thank you,

Vallica Boudry
Chair, Integrated Media Department
755-3904

PROPOSED CHANGED:

Current Course Description: Theoretical aspects of mass media in the United States. Focuses on mass media industries, issues, and events from coverage of high-profile events to media criticism. Students should gain an understanding of the social, economic, and intellectual forces that have helped shape the media. The course, primarily through lectures and demonstrations, presents concise historical perspectives. Liberal Education Goal Area 9.

Proposed Course Description: Technology changes us. This class explores how the technology we use shifts our thoughts, feelings, behaviors, and societies. We will better understand the history and evolution of media—from cave art to the Internet. And we will study how the content of our media—pornography, conspiracy theories, propaganda, Harry Potter—alters and reflects how we think. We will use various theoretical approaches to understand the ways we are shaped by our media ecosystems. Liberal Education Goal Areas 5 and 9.