COMMON COURSE OUTLINE: Course discipline/number/title: MCOM 1140: Principles of Broadcasting

A. CATALOG DESCRIPTION
1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. Co-requisites (Course discipline/number): None
5. MnTC Goals (if any): NA

This course will enable the student to develop an understanding of broadcast station operation, production process, programming, management, sales, and engineering. History to include government regulations is covered. Students will learn the basics of electronic media to include writing commercials.

B. DATE LAST REVISED (Month, year): March, 2009

C. OUTLINE OF MAJOR CONTENT AREAS:
1. History of Electronic Media/Broadcasting
2. Cable, Internet, Satellite
3. Station Operation
4. The Business of Broadcasting
5. Programming and Distribution
6. Broadcast News
7. Advertising and Promotions
8. Audience/Audience Measurement
9. Federal Regulation
10. Public Broadcasting

D. LEARNING OUTCOMES (GENERAL): The student will be able to:
1. Understand broadcast station operation to include major subdivisions/responsibilities.
2. Introduced to electronic broadcast history to include federal regulation (Federal Communications Commission).
3. Write and edit commercials.
4. Become familiar with audience measurement, promotional materials and their relationship to sales.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:
1. Tests
2. Exercise Grades

G. SPECIAL INFORMATION (if any): None