Name:

Office:
Office Hours: E-mail:

Course Description: – 3 Class Hours, 3 Credits

This class is an introduction to podcast production. Students will study various types of commercial and documentary-style audio podcasts and will be encouraged to develop their own personal voices and styles, while acquiring the practical skills necessary to produce their own broadcast-quality podcasts. Topics also include media ethics, marketing, music, distribution, and legal issues.

3 lectures, 3 credits

Prerequisite: COM-105 or by permission by the Academic Department Chair

Student Learning Outcomes:

1. Identifies a target audience  
2. Operates audio recording equipment and editing software  
3. Proposes and conducts audio interviews  
4. Proposes and produces a podcast  
5. Develops a marketing and distribution strategy

Means of Assessment:

Each assessment corresponds to the outcome above. All activities must meet the rubrics of each assignment to the satisfaction of the instructor.

1. The student will have prepared three 5-minute interviews in a variety of formats.

2. The student will have demonstrated competency in using audio and audio-editing software.

3. The student will have successfully proposed a podcast production & distribution strategy.
4. The Student will have successfully produced the first episode of a podcast.

5. Midterm and final exam.

Grading:

Assignments & participation: 80%

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<tr>
<th>Three podcast assignments</th>
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<tr>
<td>Class Participation</td>
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Testing: 20%

<table>
<thead>
<tr>
<th>Midterm Exam</th>
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<tr>
<td>Final Exam</td>
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Final Grade Equivalent

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<tr>
<th>Numerical Grade</th>
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<td>90-100</td>
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<td>86-89</td>
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<td>80-85</td>
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<td>76-79</td>
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Course Schedule:

Week 1: Introduction: Identifying The Audience; Marketing, & Research

Week 2: Effective Use of Audio & Studio Equipment

Week 3: Exercise 1—Commentary: The Solo Podcaster

Week 4: Exercise 2—The Interview: Person to Person
Week 5: Exercise 3—The Interview, Group-Assignment 1 Due

Week 6: Remote Production & Field Interviews

Week 7: Mapping Podcast Episodes

Week 8: Design & Promotion of Podcasts-Assignment 2 Due

Week 9: Distribution & Hosting Platforms

Week 10: MIDTERM EXAM/Review of Audio Recording

Week 11: Recording & Posting Podcasts/Review of Podcast

Week 12: Recording & Posting Podcasts/Review of Podcast

Week 13: Recording & Posting Podcasts/Review of Podcast

Week 14: Review/Assignment 3 Due

Week 15: FINAL EXAM/Review of Semester Podcasts