

BERGEN COMMUNITY COLLEGE
DIVISION OF HUMANITIES COURSE SYLLABUS:
Podcasting COM-215

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%

Three podcast assignments	60%
Class Participation	20%

Testing: 20%

Midterm Exam	10%
Final Exam	10%

Final Grade Equivalent

Numerical Grade	Letter Equivalent
90-100	A
86-89	B+
80-85	B
76-79	C+
70-75	C
60-69	D
0-59	F (FAIL)

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