COURSE OUTLINE

Course Number **CMN-157**	Course Title **Podcasting**	Credits **3**
Hours: **Lecture/Lab/Other** **2/2**	**Co- or Pre-requisite** **None**	**Implementation** **Fall 2023**

Catalog description: **Exploration of podcast production with an emphasis on content creation. Analysis of existing podcasts will assist students in formulating subject material for their own podcast. Defining an audience, aligning content, writing and producing the podcast, evaluating and defining areas for improvement will all be considered as the student works to produce several episodes of a consistent podcast. Podcast hosting and distribution methods will also be addressed.**

General Education Category:
Not GenEd

Course coordinator: Mitchell Canter
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Required texts & Other materials:
Make Noise: A Creator's Guide to Podcasting and Great Audio Storytelling.
ISBN #: 978-1523504558

Equipment
- Professional grade, over-the-ear stereo Headphones
  - AKG, Sony, Sennheiser, Audio-Technica, with ¼" stereo adapter
- Minimum 16 GB USB Flash Drive
- Adobe Audition software (provided)

Course Student Learning Outcomes (SLO):

1. Define a target audience using relevant demographic terms   [ILG #1, 10, 11]

2. Outline/Script at least 3 podcast episodes   [ILG#1, 9, 10, 11]

3. Demonstrate proficiency in microphone technique and audio board operation.

                [ILG #4]

4. Demonstrate proficiency using Adobe Audition to record, edit and produce podcast episodes, intros & outros   [ILG # 4, 6]

5. Export audio and tag final podcast episodes   [ILG #4]

6. Post podcast for distribution   [ILG #4]

7. Maintain blog & social media posts to promote podcast   [ILG #1, 4]

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.
Institutional Learning Goal 4. Technology. Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.
Institutional Learning Goal. 6. Humanities. Students will analyze works in the fields of art, music, or theater; literature; philosophy and/or religious studies; and/or will gain competence in the use of a foreign language.
Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.
Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.
Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Audio Production (PLO)

1. Operate radio studio equipment including broadcast consoles, analog and digital recording devices.
2. Perform digital editing and multi-track sequencing on digital audio workstations.
3. Write, produce, and post a podcast.
4. Identify different advertising and marketing models utilized in social media.
5. Interpret audience data using analytics.
6. Work cooperatively with colleagues to achieve multiple goals.

Units of study in detail – Unit Student Learning Outcomes:

Unit I   Story & Character of Your Podcast   [SLO # 1, 2]
Learning Objectives
The student will be able to…
- Define the subject matter for a podcast
- Project the production method for the podcast
  - scripted vs. outlined
  - necessary production elements

Unit II   The Podcast Landscape   [SLO # 1, 2]
Learning Objectives
The student will be able to…
- Effectively research their topic's presence among established podcasts
- Compare own topic & approach to existing podcasts
- Identify a niche that is not being addressed among existing podcasts
- Develop & articulate a 10-word description of the podcast

Unit III   Function, Form & Audio Production   [SLO #2, 3]
Learning Objectives
The student will be able to…
- Reconcile projected podcast style with results from research
- Revise & solidify form of podcast
- Design an outline for first season of podcast
- Practice studio production of desired podcast style

Unit IV   The Podcast Interview   [SLO #2, 3, 4]
> *Learning Objectives*
> *The student will be able to…*
- Effectively research for an interview
- Compose question for an interview
- Execute a studio interview
- Effectively edit audio of a studio interview

Unit V   Building an Audience & Developing Podcast Identity   [SLO #1, 2, 4]
> *Learning Objectives*
> *The student will be able to…*
- Analyze targeted podcast platforms
- Engage social media platforms
- Develop podcast logo with graphic designer
- Develop audio for podcast theme
- Mix audio tracks in a multi-track environment

Unit VI   Podcast Episode Production   [SLO #2, 4]
> *Learning Objectives*
> *The student will be able to…*
- Establish goals for podcast launch
- Produce podcast episodes
- Critique podcast episodes

Unit VII   The Podcast Launch   [SLO # 1, 5, 6, 7]
> *Learning Objectives*
> *The student will be able to…*
- Appraise podcast hosting sites
- Align platforms for podcast distribution
- Align social media marketing posts with launch
- Finalize early episodes for launch
- Post podcast episode(s)

Unit VIII   Analytics   [SLO #1, 6, 7]
> *Learning Objectives*
> *The student will be able to…*
- Review launch analytics
- Refine or revise marketing

Evaluation of student learning:

Work Category	Examples	Grade Weight
Audio Production	Podcast & practice recordings, editing, themed open/close	40%
Exams	Unit tests	25%
Participation	Class or online discussions, critiques	15%
Written Work	Research analyses; outlines/scripts, quizzes	20%
	TOTAL	**100%**

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