



<b>(H) Number of Credits*</b>	<p>Class Hours:3</p> <p>Lab Hours:0</p> <p>Credits:3</p>
<b>(I) Repeatable Course*</b>	<p>NO</p> <p>If YES, please complete the following:</p> <p style="padding-left: 40px;">Number of Credits that May be Repeated:</p> <p style="padding-left: 40px;">Maximum Number of Credits Allowed to be Repeated:</p>
<b>(J) Prerequisite(s)</b>	
<b>(K) Co-requisite(s)</b>	<p><i>This means that another course must be taken in the same semester as the proposed course</i></p>
<b>(L) Additional Information</b>	<p><i>Check all that apply. Note: Additional documentation will be required</i></p> <p><i>* Teacher Education: Please complete the Teacher Education section of this form (below)</i></p> <p><i>* Liberal Studies: Please complete the Liberal Studies section of this form (below)</i></p> <p><i>* Distance Education: Please complete the Distance Education section of this form (below)</i></p> <p>distance-education</p>
<b>(M) Recommended Class Size</b>	<p>YES</p> <p>Number (Enter Zero if No):25</p> <p>If YES: (Check one of the following reasons and provide a narrative explanation)</p> <p>Pedagogical</p> <p>Explain (required):</p> <p>Being a production course, individualized attention from the instructor during class is a must. A greater class size will not permit enough time for the instructor to review each student's work and provide sufficient feedback so that the productions meet course standards.</p>
<b>(N) Catalog Description*</b>	<p><i>Guidelines: Do not include pre/co-requisite information here. The registrar prefers a concise description of course content, beginning with an active verb.</i></p> <p>Examines the development and production of media for online applications such as video sharing and social media sites. Discusses management, as well as the fiscal, ethical, and technological issues surrounding online media. Requires students to complete a production project where they develop and produce audio, video and other digital media components for online distribution for a social media campaign.</p>
<b>(O) Student Learning Outcomes*</b>	<p><i>These should be measurable, appropriate to the course level, and phrased in terms of <u>student achievement</u>, not instructional or content outcomes</i></p> <p><i>If dual listed, indicate additional learning objectives for the higher level course.</i></p> <ol style="list-style-type: none"> <li>1. Plan a social media campaign based on a case study.</li> <li>2. Develop media for online distribution in a social media campaign.</li> <li>3. Create plans for fiscal, technical and practical implementation of an online media project.</li> <li>4. Produce online media with audio, video, and interactive elements.</li> <li>5. Analyze the efficacy of online media.</li> <li>6. Demonstrate strategies for maintaining proficiency in evolving and emerging technologies for online media distribution.</li> </ol>



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Week 10

Outcomes:

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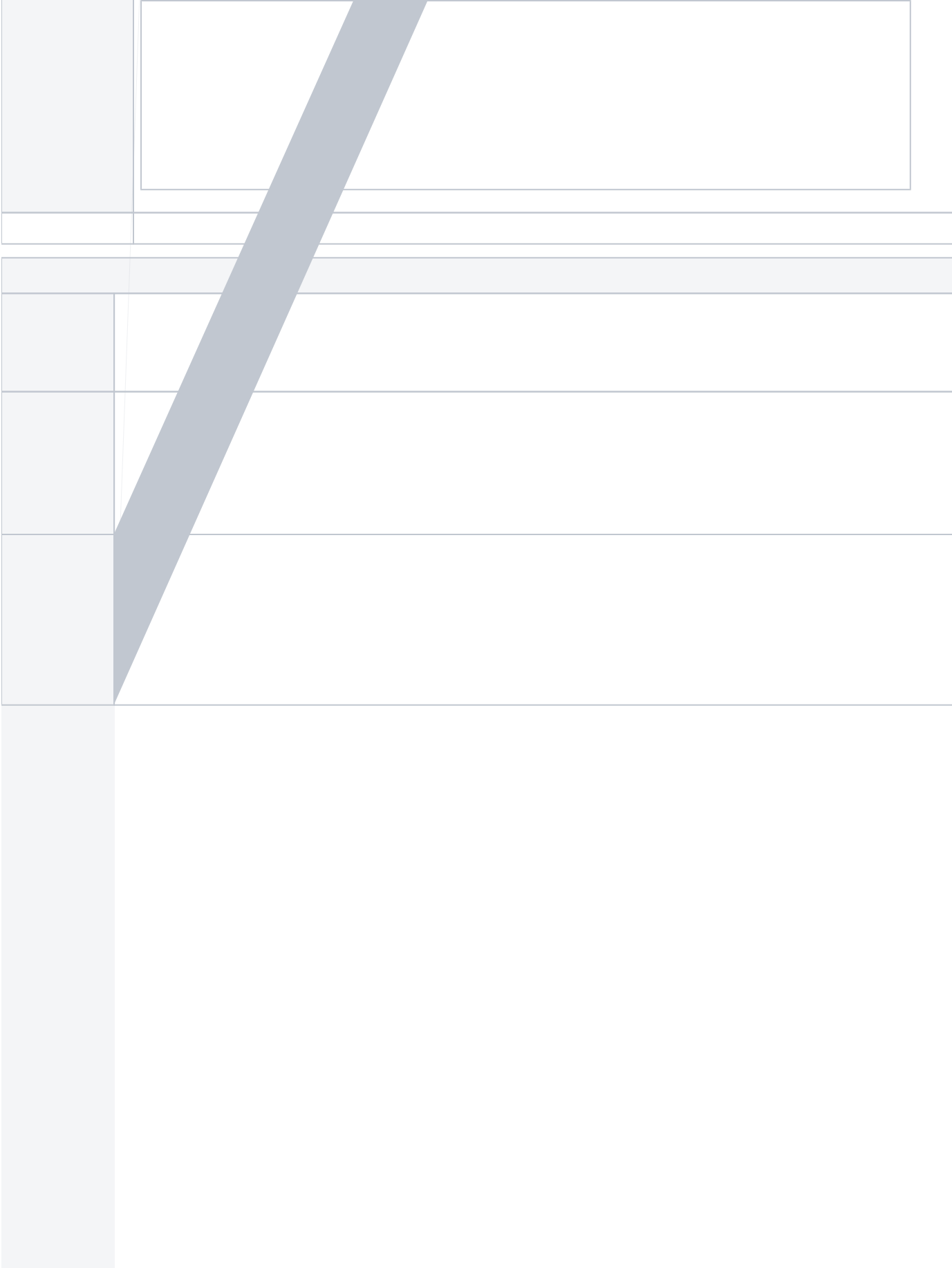
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Week 01

Outcomes:

- Plan a social media campaign based on a case study.
- Develop media for online distribution in a social media campaign.

Topics:

- Course Introduction & Overview
- Online Media Campaigns

Week 02

Outcomes:

- Plan a social media campaign based on a case study.
- Develop media for online distribution in a social media campaign.
- Produce online media with audio, video, and interactive elements.

Topics:

- WordPress
- Campaign Ideas
- Old Rules of Marketing
- New Rules of Marketing
- Social Media & Audiences
- Blogging

Week 03

Outcomes:

- Create plans for fiscal, technical and practical implementation of an online media project.
- Produce online media with audio, video, and interactive elements.

Topics:

- Fair Use & Copyright
- Online Video
  - Planning
  - Producing
  - Distributing
  - Managing
- Online Audio
  - Planning
  - Producing
  - Distributing
  - Managing
  - Formats
  - Royalty Free Content

Week 04

Outcomes:

- Create plans for fiscal, technical and practical implementation of an online media project.
- Produce online media with audio, video, and interactive elements.

Topics:

- Content Rich Websites
- Blogging for Content Delivery
- Vblogs or Vlogs
- Managing a Blog
- Preproduction for Online Media
  - Sitemaps
  - Scripts
  - Storyboards
  - Shot Lists
  - Talent
  - Locations
  - Resources







	<p>Week 15</p> <p>Outcomes:</p> <ul style="list-style-type: none"> <li>Analyze the efficacy of online media.</li> <li>Demonstrate strategies for maintaining proficiency in evolving and emerging technologies for online media distribution.</li> </ul> <p>Topics:</p> <ul style="list-style-type: none"> <li>Culminating Activity: Presenting Your Campaigns</li> </ul>
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**Rationale for Proposal (Required Questions from CBA)**

<p><b>How is/are the instructor (s) qualified in the Distance Education delivery method as well as the discipline?</b></p>	<p>Dr. James Lenze is the author of this course proposal. Dr. Lenze has a Ph.D. in Instructional Systems Design from Penn State. He has a bachelors degree in Communications Media from Indiana University of Pennsylvania. He designed is first online course in 1994. He has since designed online courses at the associate's, bachelor's, master's, and doctoral levels. He authored the proposal for online Bachelor's of Science in Communications Media at IUP. He has taught over two dozen different courses online, including master's and doctoral level courses on how to design and il178 Trm (foonline, in38 46 703.24 12 0 9a 703sTj ET BT /F2 7.5 Tf 1 0 0 1 1;</p>
	<ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5.</li> <li>6.</li> </ol>

<p><b>How will student achievement be evaluated?</b></p>	<p><b>Evaluation Methods:</b></p> <p><i><b>Production Assignments – 800 Points</b></i></p> <p>Online Media Proposal..... 200 points</p> <p>Preproduction Package..... 200 points</p> <p>Online Media Package..... 200 points</p> <p>Online Media Revision..... 100 points</p> <p>Campaign Media Presentation..... 100 points</p> <p><i><b>Media Evaluation Assignments – 60 Points</b></i></p> <p>Formative Evaluation Report..... 20 points</p> <p>Progress Report 1..... 10 points</p> <p>Progress Report 2..... 10 points</p> <p>Summative Evaluation Report..... 20 points</p> <p><i><b>Quizzes – 140 Points</b></i></p> <p>Quiz 1..... 20 points</p> <p>Quiz 2..... 20 points</p> <p>Quiz 3..... 20 points</p> <p>Quiz 4..... 20 points</p> <p>Quiz 5..... 20 points</p> <p>Quiz 6..... 20 points</p> <p>Quiz 7..... 20 points</p> <p>* Final Exam..... Optional</p>
<p><b>How will academic honesty for tests and assignments be addressed?</b></p>	<p>Most of these assignments require the student to appear on the video. The student to appear on the video. The student to appear on</p>

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<b>Liberal Studies Elective</b>	


	<p>For both new and revised courses, please attach (see the program education coordinator):</p> <ul style="list-style-type: none"> <li>• The Overall Program Assessment Matrix</li> <li>• The Key Assessment Guidelines</li> <li>• The Key Assessment Rubric</li> </ul> <p><b>File</b>   <b>Modified</b></p> <hr/> <p>No files shared here yet.</p> <ul style="list-style-type: none"> <li>• Drag and drop to upload or <a href="#">browse for files</a> </li> </ul>
<p><b>Narrative Description of the Required Content</b></p>	<p><i>How the proposal relates to the Education Major</i></p>

Please scroll to the top and click the Page Status if you are ready to take action on the workflow.  
Please submit an ihelp if you have any questions <http://ihelp.iup.edu>