MASS COMMUNICATION: PRODUCTION (MCPD)

MCPD 3370. Media Programming. 3 Hours.
Students in this course analyze programming techniques and strategies for broadcast and cable television, radio, and the internet. Special focus is given to exploration of emerging trends, including multiplatform strategies, new and emerging media, wireless media, and pay-per-view structures. Students consider how programs are selected or rejected, arranged, evaluated, promoted, and regulated.
Prerequisite: MCOM 1332, MCOM 1371, and MCOM 2371 or MCOM 2374, and a score of 80 or higher on the Grammar Module.

MCPD 3373. Studio Production. 3 Hours.
This course covers fundamentals of video production in a studio environment, including pre-production, in-studio production, and in-studio direction. Students will become familiar with the functions and responsibilities of the production crew, studio environment, and studio equipment. Emphasis is given to multiple camera techniques in studio production. Students are expected to produce original content for broadcast on Cable Channel 7.
Prerequisite: MCOM 1332, MCOM 1371, and MCOM 2371 or MCOM 2374, and a score of 80 or higher on the Grammar Module.

MCPD 3374. Sports Media Production I. 3 Hours.
Students learn the basics of live sports broadcast production. Students learn proper setup and operation of field equipment, roles and responsibilities necessary for a live production, troubleshooting equipment in the field, and working with broadcast crews and sports organizations. The class may include lectures on broadcast policies and politics along with hands-on field experience.

MCPD 3375. Scriptwriting. 3 Hours.
This course examines how ideas move from concepts and funding to distribution and profits in the new media frontiers. Students analyze case studies and apply entrepreneurial principles to create delivery models for new media content.
Prerequisite: Either (MCPD 3378 and 9 additional hours of MCPD, or MCFL, or MCJR) or (MCOM 3378 and instructor approval).

MCPD 3377. Multi-Camera Field Production. 3 Hours.
This course emphasizes the techniques and approaches to multi-camera directing and production. MCPD 3379 will train students in various remote production contexts, including sports, dance, music, and special events coverage. Students are expected to produce original content for broadcast on Cable Channel 7.
Prerequisite: MCOM 1332, MCOM 1371, and MCOM 2371 or MCOM 2374, and a score of 80 or higher on the Grammar Module.

MCPD 3378. Production Management. 3 Hours.
This course emphasizes the study of legal clearances, budgeting, funding, resource management, and scheduling as these activities relate to radio and television production.
Prerequisite: MCOM 1332, MCOM 1371, and MCOM 2371 or MCOM 2374, and a score of 80 or higher on the Grammar Module.

MCPD 3379. Multi-Camera Studio Production. 3 Hours.
Students will learn television studio procedures and address studio program preparation as well as presentation as it applies to multi-camera production. Students will produce content for Cable Channel 7 and other digital affiliates.
Prerequisite: Either (MCPD 3373) or (MCOM 1332 and 9 additional hours of MCOM).

MCPD 3380. Multi-Camera Remotes. 3 Hours.
In this course students learn methods of multi-camera coverage of events, organizations, activities or people. Students are expected to produce content for Cable Channel 7 and other digital affiliates.
Prerequisite: Either (MCPD 3377 and MCPD 3379) or (MCOM 1332 and 12 additional hours of MCOM).
MCPD 4379. Directing Multicamera Productions. 3 Hours.
This course focuses on techniques students need to direct multi camera productions, including multiple camera operators, graphic packages, and video playback. Students are expected to produce content for Cable Channel 7 and other digital affiliates.
Prerequisite: Either (MCPD 3373, MCPD 3377, and MCPD 3379) or (MCOM 1332 and 12 additional hours of MCOM).