



## Course Number and Title: COM 152 Podcasting

**Campus Location:**

Georgetown

**Effective Date:**

2018-51

**Prerequisite:**

COM 140

**Co-Requisites:**

none

**Course Credits and Hours:**

3.00 credits

3.00 lecture hours/week

0.00 lab hours/week

**Course Description:**

This course introduces students to podcasting, the technical skills to produce audio and video Internet-formatted broadcasts, and the ability to distribute and market the product to a diverse audience on the Internet. It includes a study of copyright law and fair use.

**Required Text(s):**

Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore.

Check your course schedule for the course number and section.

**Additional Materials:**

None

**Schedule Type:**

Classroom Course

**Disclaimer:**

None

**Core Course Performance Objectives (CCPOs):**

1. Appraise and distinguish the current forms of audio and video podcasting and the evolution of new media. (PGC 1, 2, 3, 4; CCC 1, 5, 6, 7)
2. Design and construct professional podcasts for multiple audiences. (PGC 2, 3, 4; CCC 2, 5, 6)
3. Design and evaluate promotional and publicity strategies for podcasts. (PGC 1, 2, 3, 4, 5; CCC 1, 3, 4, 6)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

**Measurable Performance Objectives (MPOs):**

Upon completion of this course, the student will:

1. Appraise and distinguish the current forms of audio and video podcasting and the evolution of new media.
  1. Discuss the convergence of broadcast media to digital technology.
  2. Differentiate between podcasting and traditional radio.
  3. Analyze the use of podcasting as a part of blogging.
  4. Locate and download podcasts from the Internet.
  5. Analyze different podcasting genres and styles.
  6. Differentiate between different audio and video file formats.
  7. Examine legal issues involving podcasting and copyright law.
2. Design and construct professional podcasts for multiple audiences.
  1. Analyze the structure of podcasts.
  2. Research existing podcast landscape to determine a niche to be filled.
  3. Prepare a script/outline for an audio podcast.
  4. Differentiate between different microphone styles.
  5. Configure microphones and software to record voice tracks.
  6. Evaluate and critique vocal delivery.
  7. Incorporate music and effects in post-production using editing software.
  8. Manipulate levels of overlapping audio tracks.
  9. Compress audio files to various formats.
3. Design and evaluate promotional and publicity strategies for podcasts.
  1. Use File Transfer Protocol (FTP) to host podcast on a server.
  2. Use software to build a rich site summary (RSS) feed.
  3. Determine methods of podcast promotion using social media.
  4. Analyze methods of promotion using search engine optimization (SEO).
  5. Analyze ways to profit from podcasting through advertising, outsourced production, and direct sales.
  6. Examine online communities of bloggers, podcasters, and listeners to maximize exposure of content.

**Evaluation Criteria/Policies:**

Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	-	100	=	A
83	-	91	=	B
75	-	82	=	C
0	-	74	=	F

Students should refer to the [Student Handbook - https://www.dtcc.edu/handbook](https://www.dtcc.edu/handbook) for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

**Core Curriculum Competencies (CCCs are the competencies every graduate will develop):**

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

**Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):**

1. Analyze the impact of media on society.
2. Produce print, radio, video, and web media products that meet professional standards.
3. Apply principles of design to media products.
4. Demonstrate effective professional communication skills.
5. Apply professional, ethical, and legal standards of behavior.

**Disabilities Support Statement:**

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.