

SCB469 : Project and Portfolio VI: Sportscasting

The Project and Portfolio VI: Sportscasting course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be challenged to consider content creation and organization from the viewpoint of a twenty-first-century producer or executive. Through lessons, case studies, and projects, students will learn creative strategies for content production. They will explore audience development, programming distribution, and content strategy for evolving distribution channels. Students will apply knowledge from this and previous courses to devise a content plan for a digital channel with an emphasis on strategic creativity.

Credits 3