

# MCB479 : Project and Portfolio VII: Media Communications

The Project and Portfolio VII: Media Communications course combines hands-on learning experiences with summative and formative portfolio assessment. Students will implement the technical and creative competencies mastered along the program combined with new brain-based strategies to demonstrate their ability to design and execute an effective media campaign. Focusing on themselves as the product, students will leverage new media formats by deciding how to deliver their self-promotion media piece. Students will exercise the diverse proficiencies gained throughout the portfolio series to support their successful transition from the academic environment to a professional arena. Self-directed students may also explore relevant personal projects or internships during the course.

**Credits** 3