

MCB229 : Project and Portfolio II: Media Communications

The Project and Portfolio II: Media Communications course combines hands-on learning experiences with summative and formative portfolio assessments. Building on the media campaign conceptualized in Portfolio I, students will develop and record a presentation that demonstrates how to use research to establish a working social-media strategy. The project will challenge students to synthesize concepts and techniques introduced in previous course work and the introductory portfolio course.

Credits 3