



# Wayne County Community College District

## COURSE SYLLABUS

### DMP 105 Media Programming

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**CREDIT HOURS:** 3.00

**CONTACT HOURS:** 45.00

**COURSE DESCRIPTION:**

This class develops media literacy skills, so that students can critique the basic dynamics that shape current media programming and give a clearer perspective of the boundaries between the real world and the simulated media world. This cutting-edge approach, which encourages the acquisition of strong knowledge structures and analytical skills, includes broadcast (television and radio), print, and digital media. The class examines the history of the modern communications industry, the regulatory process that governs what it can do, and the technical process that produces content and scheduling

**PREREQUISITES:** NONE

**EXPECTED COMPETENCIES:**

Upon completion of this course, the student will be familiar with:

- Understand the fundamental business principles that drive management decisions in the telecommunications industry;
- Understand the structure and competitive environment of the telecommunications industry as a whole and some of the different sectors in the industry; understand how both industry and market structures influences management practices;
- Understand many of the management practices that shape media content;
- Develop an appreciation for the importance of program management;
- Be familiar with current events and contemporary trends in telecommunications;
- Understand and apply the basic principles and vocabulary of program development, placement, promotion, and evaluation;
- Be able to think critically and analytically about media programming and management while enhancing communication skills;
- Show good time-management skills;
- Create strategies and schedules to meet program production objectives; and
- Understand the roles and responsibilities designated for each designee.

**ASSESSMENT METHODS:**

Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

**GRADING SCALE:**

90%-100% = A  
80%-89.9%= B  
70%-79.9%= C  
60%-69.9%= D  
<60% = E