COURSE SYLLABUS

Syllabus for: COM 1030 Introduction to Electronic Media

Discipline Number Course Name

Former Course(s): COM 1130, Former Quarter Course(s): COM 1130

Catalog Description: This course is an introduction to the history, special aspects, organization, structure, and function of electronic media. It is a basic introduction to broadcast operations.

Credit Hours: 3 Contact Hours: 3 Lab Hours: 0

Prerequisite(s): NONE

Required Text(s): (1) Broadcasting, Cable, the Internet, and Beyond: an introduction to Modern Electronic Media, 7th ed., Dominick, Messere, and Sherman

Publisher

(2)

Title Author(s) Edition/Date

Publisher

(3)

Title Author(s) Edition/Date

Publisher

Required Supplies/Material(s): Textbook, notebook

Recommended Supplementary Material(s):

Academic Year 2012-2013
Student Group for Whom Course is Required/Intended: The course is required for students enrolled in the TTP/Mass Communications A.A. Program of Study.

**GOALS**

**GOALS:** These should be broadly stated, measurable learner outcomes expected with the completion of the course; use additional sheet(s) if necessary.

**OBJECTIVES:** These should be specifically stated, measurable learner outcomes to be met throughout the course: use additional sheet(s) if necessary.

**Learning Outcomes**

1. To learn the history and scope of broadcasting.
2. To learn the history of cable, home video, and the Internet.
3. To learn the basics of radio, broadcasting, and cable TV today.
4. To learn the basics of the Internet and new media of today.
5. To become acquainted with the government regulations affecting broadcasting and the broadcaster.
6. To become acquainted with careers available in and skills needed for electronic media.
7. To become acquainted with program basics in broadcasting.
8. To become acquainted with the basic elements of how electronic media works.
Suggested Evaluation Plan

FINAL GRADING PLAN
Based Upon Percentages

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
</tr>
<tr>
<td>B</td>
<td>80-89%</td>
</tr>
<tr>
<td>C</td>
<td>70-79%</td>
</tr>
<tr>
<td>D</td>
<td>60-69%</td>
</tr>
<tr>
<td>F</td>
<td>0-59%</td>
</tr>
</tbody>
</table>

Additional Comments:

Work Plan: The work of this course consists of these elements:
Lectures supplementing and commenting on other materials
Assigned readings
Class discussion based on readings and assigned discussion topics
Videotapes and recordings
Exams

Quizzes, examinations, class participation and meticulous attention to
course goals/objectives will be considered in the final grade. See grade
sheet to be given during first week of class for more information
concerning grades.

SUGGESTED EVALUATION PLAN

<table>
<thead>
<tr>
<th>TASK</th>
<th>WEIGHT</th>
<th>OBJECTIVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports (2)</td>
<td>200 pts total</td>
<td>3,4,6</td>
</tr>
<tr>
<td>Examinations</td>
<td>400 pts</td>
<td>1,2,5,7,8</td>
</tr>
<tr>
<td>Chapter Quizzes</td>
<td>100 pts total</td>
<td>1,2,3,4,5,7,8</td>
</tr>
</tbody>
</table>

Academic Year 2012-2013
Instructional Schedule

Note: Tentative course outline/instructional schedule to be given during first week of course and is maintained in the HLSS office.