

Course Outline for: COMM 1421 Strategic Media Communication**A. Course Description:**

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: ENG 1101 College Writing
4. Corequisites: None
5. MnTC Goals: Goal #1 - Communication

A headline that grabs attention or a post that sparks conversation often comes down to the strategy behind the message. Strategic media communication focuses on how ideas are shaped, delivered, and received across mass media environments. Students learn to gather information and develop media messages for a variety of platforms, including news, strategic communication, digital publishing, and emerging online spaces, while building proficiency in media conventions and audience adaptation. Through practice, feedback, and revision, students gain hands-on experience producing professional media content for a range of communication contexts.

B. Date last reviewed/updated: January 2026**C. Outline of Major Content Area:**

1. Basic journalistic writing techniques, conventions, and style
2. Reporting techniques
 - a. Structure of news stories
 - b. Sourcing and interviewing
 - c. Video
 - d. Broadcasting
 - e. Social media
 - f. Advertising
 - g. Public relations
3. Regulations and ethics
4. Professional practices

D. Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

1. Demonstrate effective communication skills in media contexts. (Goal 1a, 1c, 1d, 1e, 1f, 1g, 2a, 2d)
2. Explain the elements of a professional media story. (Goal 1a, 1c, 1d, 1e, 1f, 1g, 2a, 2b, 2c, 2d)
3. Evaluate the credibility of diverse sources of information. (Goal 1c, 2a, 2b, 2c, 2d)
4. Create audiovisual messages for different audiences. (Goal 1a, 1c, 1d, 1e, 1f, 1g, 2a, 2b)

5. Apply a variety of media structures to professional writing tasks. (Goal 1a, 1c, 1d, 1e, 1f, 1g, 2a, 2b)

E. Methods for Assessing Student Learning:

Methods for assessment may include, but are not limited to, the following:

1. Quizzes
2. Discussions
3. Journals
4. Service learning
5. Application papers
6. Film analysis
7. Case studies
8. Presentations
9. Group assignments
10. Research papers
11. Experiential activities

F. Special Information:

None