

BPT 110 : Media Evolution

This course introduces media in the United States. Emphasis is placed on industry development, media ethics, governmental oversight, technological advancements, revenue models, and audience shifts and trends. Upon completion, students should be able to demonstrate knowledge of regulations, organizational structures, revenue sources, historical development, and on-going operation in media related industries.

Credits 3

Class Hours 3

Lab Hours 0

Clinical Experience Hours 0