

MEDIA STUDIES (MEDIA)

For up-to-date information on when online courses from the Distance Campus are typically offered, see <https://www.uwplatt.edu/department/professional-program-support/course-offerings> (<https://www.uwplatt.edu/department/professional-program-support/course-offerings/>).

MEDIA 1630 Introduction to Mass Media 3 Credits

Survey of mass communication theory and the role of mass media in society. Analysis of media evolution, structure, economics, effects, and control.

Components: Class

GE: Social Sciences

MEDIA 2230 Digital Media Technologies 3 Credits

This course introduces the theory and functions of multimedia software packages that are widely used in the media industry. Students will develop a basic understanding of the design and use of media to communicate a client's marketing strategy to its intended target audience. The focus of the course is on commercial enterprise and intended for majors within the School of Business and Agribusiness.

Components: Class

MEDIA 3800 Meetings and Events 3 Credits

This course explores the meetings industry, including association, corporation, and government meetings. Students also examine conventions, trade shows, incentive travel, and special events.

Components: Class

Prereqs/Coreqs: P. Junior standing