

# **CMS 4650 (90): Audio Podcasting**

**Instructor Information:** Dr. Jason Lee Guthrie | [JasonGuthrie@Clayton.edu](mailto:JasonGuthrie@Clayton.edu) | p: (678) 466-4746 | f: (678) 466-4899  
Office: Carnes Hall for Music, Room 208 | Office Hours: **Th/F 9:00am – 12:00pm via Microsoft Teams**

**Course Information:** Fall 2022 [CRN: 85087] | 3 Credit Hours (3-0-3) | **Online Asynchronous**

**Course Description:** Introduction to the technical and creative skills necessary for producing high quality serial asynchronous audio programming (podcasts). Topics include: audio recording and editing, copyright, voice training, interviewing, writing for spoken communication, narrative structure, and musical arrangement. Over the course of the semester, students will produce their own podcasts.

**Prerequisites and Co-requisites:** COMM 1110: Public Speaking with a minimum grade of C

**Important Course Dates:** Last day of Drop/Add is **August 18, 2022** | No Show withdrawal date is **August 25, 2022**  
Last day to withdraw without academic accountability is **October 7, 2022**

**Textbook Information:** Lectures and Readings will be assigned through Desire2Learn.

**Required Materials:** This course will utilize Spotify's audio editing platform called Soundtrap. Registered students will be required to signup for a free Soundtrap account with their CSU email after the Drop/Add period ends.

## **Program Learning Outcomes:**

- This course provides support for the fifth CMS learning outcome: Students will be able to apply media aesthetics to the production of communication vehicles using appropriate technologies.

## **Course Learning Outcomes:**

- Course Outcome 1: Develop the technical and creative skills necessary to produce high quality serial asynchronous audio programming (podcasts).
- Course Outcome 2: Evaluate the technical and aesthetic quality of published podcasts at varying levels of production value.
- Course Outcome 3: Understand how podcasting intersects with the history of radio and recorded sound, copyright law, public communication strategies, and popular culture.

**Mid-term Progress Report:** The mid-term grade in this course, which will be issued by **October 3, 2022**, reflects approximately **39%** of the entire course grade. Based on this grade, students may choose to withdraw from the course and receive a grade of "W." Students pursuing this option must fill out an official withdrawal form, available in the Office of the Registrar, by mid-term, which occurs on **October 7, 2022**. Instructions for withdrawing are provided at this [link](#). **The last day to withdraw without academic accountability is Friday, October 7, 2022.**

## **Grading Scale:**

A: 100-90	B: 89-80	C: 79-70	D: 69-60	F: 59-0
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## **Evaluation:**

Syllabus Quiz (1 quiz @ 1 point each)	1
Discussion Forums (15 forums @ 2 points each)	30
Soundtrap Training (1 training @ 1 point each)	1
Short Podcast (2 assignments @ 4 points each)	8
Podcast Assignments (10 assignments @ 5 points each)	50
Podcast Package (1 package @ 10 points each)	<u>10</u>
<b>TOTAL</b>	<b>100</b>

**Course Schedule:**

Module	Topic	Assignment(s) Due (Point Value)	Due Date
1	Audio Basics	Forum 1 (2): Personal Inventory	Aug. 18
		Assignment 1 (1): Syllabus Quiz	
2	Podcasting Overview	Forum 2 (2): <i>Serial</i>	Aug. 25
		Assignment 2 (1): Soundtrap Signup	
3	Interviewing	Forum 3 (2): Interview Podcasts	Sept. 1
		Assignment 3 (4): Short Interview	
4	Musical Arrangement	Forum 4 (2): <i>Song Exploder</i>	Sept. 8
		Assignment 4 (4): Short Podcast	
5	Media Aesthetics	Forum 5 (2): Hip-Hop History Podcasts	Sept. 15
		Assignment 5 (5): Podcast Pitch	
6	Narrative Structure	Forum 6 (2): <i>Office Ladies</i>	Sept. 22
		Assignment 6 (5): Research & Analysis	
7	Branding & Marketing	Forum 7 (2): <i>Dark Air</i>	Sept. 29
		Assignment 7 (5): Logo	
8	Market Research	Forum 8 (2): Mid-Semester Review	Oct. 6
		Assignment 8 (5): One-Sheet	
Last day to withdraw without academic accountability			Oct. 7
FALL BREAK			Oct. 8-11
9	Writing For Speaking	Forum 9 (2): <i>Revolutions</i>	Oct. 13
		Assignment 9 (5): Podcast Outline	
10	VoiceOver & Diction	Forum 10 (2): Southern Regional Podcasts	Oct. 20
		Assignment 10 (5): Trailer Draft	
11	Podcasting & Culture	Forum 11 (2): <i>1619</i>	Oct. 27
		Assignment 11 (5): Trailer Feedback	
12	Podcasts as Journalism	Forum 12 (2): NPR Podcasts	Nov. 3
		Assignment 12 (5): Podcast Draft	
13	Podcasts as PR	Forum 13 (2): Public Relations Podcasts	Nov. 10
		Assignment 13 (5): Podcast Feedback	
14	Hosting & Publishing	Forum 14 (2): <i>This Land</i>	Nov. 17
		Assignment 14 (5): Podcast Final	
15	Ratings & Analytics	Forum 15 (2): Current Trends	Dec. 1
		Assignment 15 (10): Podcast Package	

**Course Policies:**

Individuals with disabilities who need to request accommodations should contact the Disability Services Center: Edgewater Hall 255, (678) 466-5445, [disabilityresourcecenter@clayton.edu](mailto:disabilityresourcecenter@clayton.edu).

**General Policy:** Students must abide by policies in the Clayton State University [Student Handbook](#), and the [Basic Student Responsibilities](#), including the [Code of Conduct](#).

**University Attendance Policy:** Students are expected to attend and participate in every class meeting. Instructors establish specific policies relating to absences in their courses and communicate these policies to the students through the course syllabi. Individual instructors, based upon the nature of the course, determine what effect excused and unexcused absences have in determining grades and upon students' ability to remain enrolled in their courses. The university reserves the right to determine that excessive absences, whether justified or not, are sufficient cause for institutional withdrawals or failing grades.

**No Show Policy:** It is imperative that students have a successful start of each semester by attending class during the first week and no later than the second week of the semester. A registered student who does not attend at