Podcasting
WRBS6209-001

Course Outline (online)

Description:
Every day there are more podcasts available, and the number of listeners grows even more. A podcast can build your personal brand, promote your business, or get your ideas in front of more people.

Learn how to create your podcast and produce consistently good quality episodes. Whether you have a particular idea for a podcast, or are curious about how podcasts are made, you will examine the techniques the most successful podcasters are using.

Course Topics:

- Creating your podcast
- Recording your first episode
- Editing and uploading
- Promotion

Course Objectives: At the completion of this course, the student will be able to:
- Write and promote your own podcast
- Analyze podcasts for their strengths and weaknesses
- Implement a detailed podcast schedule
- Identify potential podcasting opportunities

Evaluation: Your grade will be comprised of

1. Podcast Plan (10%) (week 3)
   Each student will come up with a brief one-page description of their podcast, audience and five episodes they would like to produce. These will be posted in forums.

2. Promotion Plan (10%) (week 5)
   Each student will come up with a brief one-page plan of how to promote their podcast. These will be posted in forums.

3. Recorded episode (25%) (week 6)
   Each student will record, edit and post a link to a prototype of their podcast. It must be at least 10 minutes in length and contain all the significant elements of a standard podcast. These will be posted in forums.

4. Best Three Podcasts (15%) – throughout the course
   Students will present to their peers three podcasts they like or are exemplary in some way throughout the course. Students cannot duplicate the recommendations of their peers. These presentations will take place throughout the course, and each student must sign up for a date to post their presentation. Presentations will be simple audio recordings posted in the forum

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section of the class.

5. Participation (15%) – throughout the course
   Each student will be expected to offer constructive feedback about the fellow students' work within the class site.

Notes on assignments (papers and reports):
- Must have a clear focus
- Must present ideas in a logical and well thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten

Grading:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

Online Participation Grading Chart:

The following chart will act as a guide for assessing student participation in an online course.

Grade	Criteria
9-10	The student participates frequently, providing relevant responses more than 35 times spread evenly over the length of the course.
	Replies to discussion questions, instructor comments as well as the responses of other students in a positive and critical manner.
	The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).
	Responses are of a high quality, an obvious effort has been made to research the answer. Responses offer new perspectives on course material and spark discussion amongst the class.
7-8	The student participates consistently, providing relevant responses 30-35 times over the length of the course.
	The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).
	The student offers new ideas and responds to the contributions of others.
6	The student provides some relevant contributions, 15-20 times over the length of the course.
	The student responds before the end of the unit.
	The student occasionally offers new ideas and responds to others.

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5	The student's contributions are inconsistent in both quality and timing, 10-15 times over the length of the course.
	The student's responses are not always on time.
	The student does not offer any new ideas, and responses to fellow students are few.
4	The student rarely provides contributions to the course, 5-10 times.
	The student does not always respond on time.
	The student has difficulty understanding the course content, and does not respond to the contributions of the other students.
0-3	The student provides little or no discussion, less than 5 times.
	Information is contributed only when asked to by the instructor, and responses are negative or disagreeable to the instructor/fellow students.
	Responses show little in the way of comprehension of course material. The responses are usually limited to "I agree", "Me too" or the like.

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at http://www.westerncalendar.uwo.ca. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: http://www.uwo.ca/univsec/pdf/board/code.pdf.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).

How often will the instructor communicate with me?

The instructor will be in communication with the students via email, OWL message or announcements at

least once per week.

Policy on Late Assignments:

Marks will be deducted from late assignments. Two percent per day will be deducted from the assignment, including weekends, up to a maximum of 10 days, after which assignments will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the forums tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

Course Schedule:

Week	Topic	Important Dates to Note:
1	Introduction	Post introduction in forums Sign up for "Best Three Podcast" presentation week
2	Planning your podcast	
3	Gear and software	Post Podcast Plan in Forums
4	Promotion	
5	Recording, interviewing and editing	Promotion Plan in Forums
6	Making money	Recorded Episode in Forums

** ensure that you also post your "Best Three Podcast" presentation during the week you signed up **

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