

MCOM 4850L - Applied Production

Fall 2026 Syllabus, Section 01, CRN 42777,

Credit hours: 3

Instructor

Daniel McCormick

Email: djmccormick@ysu.edu

Public Instructor Information

Instructor Professional Qualifications: BA, Telecommunication Studies, Youngstown State University, 1999, Years of Industry Experience

Instructor Office Location: Bliss Hall 2005

Instructor Office Phone: 330-941-1757

Course Description

4850L. Applied Production. Study of advanced techniques and procedures in media production through individual and group student-directed projects. Students will plan and manage a multi-faceted semester-long project from inception to execution. Crosslisted: TCOM 4850. Prereq.: MCOM 2624, MCOM 2625, MCOM 2685. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Video Production for Industry Clients - A Guide to Creating Corporate Media	Dean C. Cummings	

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Chapter 1	Introduction to the course Let's Talk About Gear	
8/31	Chapter 2	All That Matters is the Finished Product Meet Your Client	
9/7	Chapter 3	NO CLASS MONDAY SEPTEMBER 7 Managing Your IRL Client(s)	
9/14	Chapter 4	Project Management Developing Your IRL Client's Project	Quiz #1
9/21	Chapter 5	Best Practices for Working with Clients	Project #1 Due
9/28	Chapter 6	Working with Non-Professionals	
10/5	Chapter 7	Post Production with Clients	Quiz #2
10/12	Chapter 8	The Finished Product	
10/19	Chapter 9	Gaining New Clients	
10/26			Quiz #3
11/2			Project #2 Due
11/9			
11/16		NO CLASS WEDNESDAY NOVEMBER 11	
11/23		NO CLASS WEDNESDAY NOVEMBER 25	

11/30		
12/7		Final Projects Due

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.