

Montgomery County Community College
COM 213
Rock and Roll, Radio and the Recording Industry
3-3-0

COURSE DESCRIPTION:

A survey of the history and evolution of Rock and Roll in America and its impact on radio, the recording industry, television, and society. Topics range from Rock and Roll's relationship to the birth of AM and FM radio to its influence on current and emerging technologies. Emphasis is placed on understanding Rock and Roll's impact on modern society.

REQUISITES:*Previous Course Requirements*

- COM 111 Mass Media and Society with a minimum grade of "C"

Previous or Concurrent Course Requirements

- ENG 102 English Composition II

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Discuss key elements in the history of Rock and Roll and its impact on radio, television, society and the recording industry.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio Rubric
2. Evaluate Rock and Roll's impact on modern society from a historical, cultural and aesthetic perspective.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio Rubric
3. Analyze Rock and Roll's influence on the birth of AM and FM radio and on future Digital and Emerging Technologies.	Lectures/Discussions Demonstrations and Practice Case Studies Student Presentations Peer to Peer Review Writing Assignments	Peer to Peer Review Portfolio Rubric

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. The Roots and Birth of Rock and Roll
2. The Birth of AM/FM
3. Social Change
4. Recorded Sound
5. Influence on Society
6. The Beatles
7. Television and Rock and Roll
8. MTV
9. Impact on the Recording Industry
10. Impact on Digital Technologies

LEARNING MATERIALS:

Campbell, Michael. (2008). *Rock and Roll: An Introduction*, 2nd ed. Schirmer

In addition, the instructor may provide students with handouts or access to selected Radio or Television programs or clips.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Morgan Betz and Neil Goldstein

Date: 3/8/2007

Revised by: Neil Goldstein

Date: 5/15/2013

VPAA/Provost or designee Compliance Verification:

Victoria L. Bastecki-Perez, Ed.D.

Date: 6/10/2013

Revised by: Allan Schear, Gail Ramsey and Gerald Collom

Date: 1/14/2016

VPAA/Provost or designee Compliance Verification:

Victoria Bastecki-Perez, Ed. D.

Date: 6/01/2016

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.