

Digital Media Marketing Grant



The Business Program at R. D. Anderson received a \$40,000 state technology grant to implement the Digital Media Marketing course next year. The grant was used to purchase up-to-date, professional quality equipment that will allow the students to capture professional quality film and run the latest software. This equipment includes camera, video cameras, lighting, iPads and iPods, a green screen and new 27" iMac computers. With the addition of mobile devices such as the iPad and iPod, students will be able to easily record and edit video and pictures virtually anywhere.

The green screen background will allow students to complete projects in the classroom with the appearance of having been filmed elsewhere.

The addition of this course provides an excellent opportunity for students to explore marketing and promotion, along with the production of videos, DVDs, podcasts and webcasts.

A special thanks to Stan Bishop and Mickey Turner for their work in writing and applying for the grant.