INTRODUCTORY COURSE TO PODCASTING

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OVERVIEW

Podcasts are audio programmes broadcast online that listeners can subscribe to on social media. Podcasting provides an online communication medium and is currently experiencing a boom.

The audio format of podcasts allows users to convey ideas, skills and feelings in a much more powerful, direct and clear way than through written blogs, whereas videos have too many technical requirements and are more exposed to the public eye.

DESCRIPTION

This course will show the opportunities podcasting offers as a communication tool. From a practical perspective, we will see how to make a podcast from scratch, with the basic technical equipment required to start podcasting with a minimal investment. We will also explain online marketing strategies to promote our podcast. Finally, we will see how we can expand our audience to gain visibility and analyse existing monetisation strategies to earn revenue with our content.

OBJECTIVES

General objectives:

Introducing attendees to podcasting and providing them with the tools and knowledge they need to create their own podcast.

Specific objectives:

- Developing an online project based on communication goals.
- Learning how to create a content publishing schedule for online media.
- Becoming familiar with the main podcast hosting and distribution tools.
- Delivering a structured and consistent presentation in audio format.
- Using recording and audio editing software.
- Learning about online content monetisation strategies.

CONTENTS

7. **Monetisation strategies**
   a. Indirect revenue
   b. Affiliation
   c. Sponsors
   d. Patrons
   e. Exclusive content

METHODOLOGY

The course will be delivered via the Zoom video conferencing platform, so students must have a computer with a webcam, a microphone and Internet access to follow the sessions. These will have a theoretical section where the teacher will explain key concepts supported by audio-visual material she will show through the "Share Screen" option. There will also be individual exercises to do and discuss with other attendees during the sessions. Finally, each student (individually or in group), following the guidelines provided throughout the course, will start and, if they so wish, present their own podcast programme to other attendees.

ADDRESSED TO

Anyone interested in communication, social media, content marketing, online marketing and new technologies.

This course is especially recommended for those wishing to make the most of online media in order to launch and publicise their own professional project.

ASSESSMENT CRITERIA

At the end of the course, attendees will have to submit a published podcast and a report on the podcasting process.