



**COWLEY COLLEGE  
& Area Vocational Technical School**

**COURSE PROCEDURE FOR**

**Magazine Production: MMR III  
ENG2237 1 Credit Hour**

**Student Level:**

This course is open to students on the college level in either the Freshman or Sophomore year.

**Catalog Description:**

**ENG 2237 - MAGAZINE PRODUCTION: MMR III (1 hr)**

Magazine Production: MMR is an advisor appointed class for students desiring editorial experience in the creation of Cowley's bi-yearly literary journal, *Mile Marker Review*. Students will work alongside an advisor in the full creation of an issue over the course of the semester. They will be responsible for all aspects of the magazine, not limited to content, style, tone, design, advertising, and development and execution of content.

**Prerequisites:**

ENG2211 Composition I and instructor approval.

**Controlling Purpose:**

This course is designed to increase student knowledge concerning magazine construction, development and content, editing production, advertising, and team collaboration.

**Learner Outcomes:**

Upon completion of the course, the student will be able to help create, maintain, and develop *Mile Marker Review*, a bi-yearly magazine. They will work alongside an advisor in holding contests and promotions, selecting the creative pieces for publication, understanding effective specific genre content, designing and maintaining website content, and finding relevance within the student body for the magazine.

**Units Outcomes and Criterion Based Evaluation Key for Core Content:**

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals

- of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

<b>UNIT 1: JOURNAL RESEARCH</b>						
Outcomes: Understand different genres and content for effective magazine production						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Know and be able to determine what makes content literary worthy for genre specifics.
						Know and explore other successful literary magazines.
						Understand content for the audience, aiming for material that reflects Cowley students, alumni, and faculty.
						Become knowledgeable in professional terminology, peer magazines, and contests.

<b>UNIT 2: MARKETING OF JOURNAL</b>						
Outcomes: Learning how to reach a potential audience and create participation and loyalty.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Hold contests and find ways to reach the audience via advertising, promotion, viral campaigns.
						Reach out for audience/reader awareness in accepting submissions and help to educate the audience as to the purpose of the magazine.
						Understand how to effectively promote and execute ideas.

### UNIT 3: EDITING AND SELECTION

Outcomes: Promotion, section, and design of editorial content

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Promote and accept/reject artistic works.
						Workshop and make editorial decisions.
						Work in a collaborative group in deciding tone, style, layout, and theme for magazine.

### UNIT 4: JOURNAL PRODUCTION

Outcomes: Production of magazine of public

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Produce a professional literary magazine that covers fiction, poetry, art, photography, and short films.
						Execute the magazine on time, promote, and create awareness.
						Design and create a print version to sell for profit.

**Projects Required:**

As assigned by instructor

**Textbook:**

No textbook required

**Materials/Equipment Required:**

A computer with Word. Internet access.

**Attendance Policy:**

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

**Grading Policy:**

The grading policy will be outlined by the instructor in the course syllabus.

**Maximum class size:**

6 students

**Course Timeframe:**

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

**Refer to the following policies:**

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

**Disability Services Program:**

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.