



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**MASS COMMUNICATION INTERNSHIP IV
MCM2453 1 Credit Hour**

Student Level:

This course is open to students on the college level in either the freshman or sophomore year.

Catalog Description:

MCM 2453 – MASS COMMUNICATION INTERNSHIP IV (1 hr)

This course is designed to give the student practical training in areas that cannot be provided by working on the college publication/broadcasting staffs. Although the instructor will assist in making initial contact with media, the student is responsible for obtaining and maintaining employment for 45 clock hours during the semester. A maximum of four credit hours may be presented toward graduation.

Prerequisites:

Instructor approval

Controlling Purpose:

To provide the student with an opportunity to receive training in areas not available through work on the college publications. Experiences are to be provided by the professional publication or agency which accepts the student intern.

Learner Outcomes:

The student will receive training in some if not all of the following areas:

- gathering and writing news
- gathering and writing sports
- gathering and writing features
- gathering and writing advertising copy
- selling advertisements
- using electronic news equipment
- using equipment at electronic media agencies

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following outline defines the minimum core content not including the final examination period. Instructors may add other material 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.

UNIT 1: WORKPLACE ETIQUETTE						
Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of what is proper workplace etiquette.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Understand the importance of punctuality and scheduling.
						Have appearance appropriate for the workplace.
						Understand the company's policies.

UNIT 2: APPLICATION OF SKILLS

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge in writing and/or using electronic equipment.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Write error free news, sports, features, and/or copy.
						Use electronic equipment (cameras, computer software, etc.) in a manner consistent with the company's standards.
						Keep a working portfolio of the students work created while interning.

UNIT 3: INTERPERSONAL COMMUNICATION

Outcomes: Upon completion of this unit, the students will be able to demonstrate knowledge of working effectively with others.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						To perform tasks as required by internship supervisor.
						Keep a log of hours worked.
						Communicate with coworkers in a positive and effective manner.
						Network with professionals in the field with a positive outcome.

Projects Required:

Portfolio

Hours worked log

Student will arrange his/her own intern position in consultation with the college instructor.

Textbook:

Contact Bookstore for current textbook.

Materials/Equipment Required:**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:

Based on classroom occupancy

Course Time Frame:

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.