



**COWLEY COLLEGE  
& Area Vocational Technical School**

**COURSE PROCEDURE FOR**

**COMMUNICATIONS PRACTICUM III  
MCM2731 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 2731 - COMMUNICATIONS PRACTICUM III (1 hr)**

This course is designed to give students practical experience in broadcasting. Students will use sound and video editing software and equipment to produce their own shows with the possibility of airing it on local stations. This practical experience will provide a well-rounded background for anyone interested in the field of communication. It also would make a valuable elective for a mass communications major.

**Prerequisites:**

None

**Controlling Purpose:**

This course provides practical, independent training in areas of TV and radio production, as well as marketing and public relations. Students will have the opportunity to produce broadcasts for use in the college's outlets for student broadcasting.

**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: RADIO PRODUCTION

Outcomes: Students will demonstrate the ability to complete a full radio broadcast from beginning production to on-air talent.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Effectively collect needed information from a variety of sources and publications.
						Develop effective news leads that engage listeners and emphasize local interest.
						Research audience demographics to better meet the needs of the college and community.

### UNIT 2: TELEVISION PRODUCTION

Outcomes: Students will demonstrate the ability to develop a television newscast.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Collect and write news by using research and interviews.
						Set up production equipment for a live to tape newscast.
						Produce an entire television newscast on a bi-weekly basis.

### UNIT 3: VIDEO EDITING

Outcomes: Students will demonstrate the ability to edit video for use on campus media outlets. Video editing will prepare the students for work in television production.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Competently edit a visual pleasing commercial recorded in several sessions.
						Produce a short news reporting section, editing in sports, interviews, or other alternative activities pertinent to a news reporters package.
						Produce an infomercial or commercial appropriately displaying the Cowley image, which possibly can include a recruitment video.

#### **Projects Required:**

Produce monthly PSA's and commercial  
Final Media Package Product  
Newscasts (bi-weekly)

#### **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.