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2011

JOUR 4330: Advertising Internship (Syllabus)

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Journalism Internship

JOUR 4130/4330/4430/4630-01

Spring 2011

Wednesdays 1st and 3rd Wednesday every month; 3:55-5:20 p.m.; 118MJ

Prof. B. White

Office: Meeman 330

Office Hours Monday –Thursday 1:00 p.m. - 2 p.m.; also available by appointment

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COURSE SPECIFIC-REQUIREMENTS**CATALOGUE/COURSE DESCRIPTION:**

Work in practical assignments at local media under supervision of qualified practitioners.

PROFESSIONAL VALUES AND COMPETENCIES FOR (NAME OF COURSE):

Students will be able to:

- Demonstrate an understanding of the history and role of professional and institutions in shaping communications
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Apply tools and technologies appropriate for the communications professions in which they work

PREREQUISITE:

Permission of sequence coordinator

TEXTBOOKS:Molly Fletcher. (2009). *Your Dream Job Game Plans: Five Tools for Becoming Your Own CareerAgent*. Indianapolis, IN: JIST**HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:****Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- Students will be able to think critically about the environment in which they work and the role they play in helping to achieve success.
- Students will be able to transfer classroom experiences to the workplace.
- Students will be able to understand their own strengths and limitations.
- Students will be able to articulate the macro and micro factors that shape the success or failure of an organization-economy, politics and community- and the impact that they can make on these factors.

Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):

- Students will be able to develop news stories.
- Students will develop a portfolio of work appropriate to their field- a broadcast tape; news clips; ad copy or designs; and public relations writing, layout, or other appropriate work that is approved by the instructor and on-site supervisor.
- Students will work 15 hours per week per semester.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOURNALISM INTERNSHIP

Students are assessed using the following methods:

- Portfolio/tape review
- On-site supervisor evaluation form
- One-on-one meetings with the internship advisor to review resume, portfolio and final project

CLASSROOM FORMAT:

Field experience/Discussion/lecture

GRADING:

Grades are recorded as Pass or Fail.

Participation in class assignments	25%
Participation in the discussion board	25%
One final project/paper	25%
Evaluation by your supervisor	25%

Students are required to submit a portfolio/resume tape (or website) for evaluation and review by the internship supervisor before the end of the semester. The portfolio/tape/site must feature work from the current internship experience. Failure to submit a tape or portfolio will prevent successful completion of the internship course.

TENTATIVE TIMETABLE

DATE	TOPIC	RESOURCES	SPEAKER/OTHER
Jan. 19	Introductions, review text book, set up Google discussion board	Textbook, laptops	N/A
Feb. 2	Job Prep 101 Professionalism	Textbook, handouts	Tentative
Feb. 16	Networking & Building Contacts	Textbook, handouts	Tentative
March 2	Interviewing Skills & Attire	Textbooks , handouts	2 tentative
March 16	Diversity in the Workplace	Textbook, handouts	Tentative
March 30	Time Management	Textbook, handout	Tentative
April 13	Resume workshop	Handouts	Special guests
April 27	Portfolio review/ schedule one-on-ones	Handouts	
Final Exam Week	Portfolio Review		

***Dates and topics may change based on guest speakers' availability.**

DEPARTMENT POLICIES

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

CELLPHONES:

You must turn them off during class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UID and email password; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

EXIT EXAM FOR ALL JOURNALISM MAJORS:

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws

- and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
 - Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.