

**JOMC 393/MASS COMMUNICATION PRACTICUM**

CATALOG DESCRIPTION: 1 credit, fall, spring and summer. Prerequisite: Must be admitted to the School of Journalism and Mass Communication. Students work with media, advertising, public relations, television and graphics firms, as well as non-profits and other organizations. May be taken Pass-Fail only.

**CREDIT HOURS EARNED IN THIS COURSE MAY NOT BE COUNTED IN THE MINIMUM JOMC CREDITS REQUIRED FOR GRADUATION.**

Students secure internships working at news outlets, advertising or public relations agencies, broadcasting stations, non-profits, graphic design or new media firms. The student must work a minimum of 8 hours per week for the entire semester (for fall and spring internships), and working hours are set by the employer and student. Students who enroll for this course and set up an arrangement with a company are expected to complete the semester; failure to do so reflects badly on the student and the School.

For summer internships, students generally work a minimum of 8 weeks for approximately 20 hours per week.

The employer assigns duties, working hours and other conditions. The assigned duties are to be related to mass communication of some form. The student is expected to perform to the supervisor’s satisfaction.

At the end of the semester, the supervisor rates the student on attitude, reliability, enterprise, punctuality, productivity and professional ability.

As a final project, the student submits to the instructor via the course’s SAKAI site:

1. An evaluation of the experience and its relevance to the student’s education and career goals (3 pages).
2. An evaluation of the company or organization (no more than 1 page).
3. An evaluation completed by the student’s immediate supervisor (completed online using SurveyMonkey; supervisor will be emailed link to complete the evaluation).
4. Students are also required to read a book relevant to their career field and write a 3 page paper about the book and how it has helped them understand their career choices.
5. Students must complete 1 blog post. That post is intended to give other students insight into the internship and how it was obtained. Blog posts can be first person, can include interviews of supervisors or other co-workers or could be a short video. The blog post should be accompanied by a photo.

In determining the course grade, the instructor will consider the final project and the evaluation completed by the supervisor.

All work is submitted to the instructor.

Deadline to submit work to instructor (via Sakai) is December 5, 2014.