

Journalism 311 Practicum

Course Description

The practicum is required of every School of Communication major and prepares students for their careers by involving them in professional work under the supervision of a faculty or staff member. Students apply their talents and theory to a practical application. One credit is given. The practicum should be taken in the sophomore year as "basic training" for internships in the junior and senior years. The TV practicum is suggested for upper-level students.

Course Requirements

Each student will commit to 70 hours of work during the semester on a project or application directly related to the student's career focus – advertising, broadcasting (radio or television), photojournalism, print journalism, public relations, etc.

The project should be part of a journalism medium or department in the university. Media may include the existing publications and broadcast facilities or a new media. Departments may include public relations, admissions or areas of the university with special communications needs.

It is the student's responsibility to secure a practicum experience within the university.

The practicum contract form, completed and signed by the student and the practicum site supervisor must be turned into the School of Communication faculty practicum advisor, Dr. Steven Hallock, PRIOR to the start of the practicum, 9th Floor Thayer Hall or mailbox in School of Communication office 10th Floor.

Students in Print, Mass Comm, digital media and radio broadcasting should register for Jour 311 DB.

Students in Ad/PR, Photography and Photojournalism should register for Jour 311 section DC.

Students in TV broadcasting should register for Jour 311 section DA and are exempt from this requirement.

Attendance and Time Requirements

The student is required to keep the School of Communication faculty supervisor informed of progress on a monthly basis by submitting work logs signed by the practicum supervisor. Deadlines must be met, and students will be penalized for late work throughout the practicum. A finished log demonstrating 70 hours of completed work must be submitted.

Outcome

When finished, the student should write a two to three page review of the practicum experience and have work demonstrating journalistic skills and professional understanding to include in a portfolio. Examples include: a published series of stories and/or photographs, a television or radio production, an advertising campaign with copy and layout, a public relations campaign with completed media relations materials, brochures, etc.

Grading

Pass/fail grades will be based on:

- Quality of work effort as determined by current professional standards and the practicum site advisor's evaluation
- Ability to work under deadlines
- Regularity of reporting to faculty advisor
- Appropriateness to the needs of the university and the anticipated career of the individual student