COM 488 Internship

Credit Hours: 1-3
In Class Instructional Hours: 1   Labs: 0   Field Work: Minimum 150 hours irrespective of credit hours

Catalog Description:
Prerequisites: GPA of 2.6 in the major, Upper Division Standing, Instructor Permission.
COM 301 and COM 308 for internships in public relations and advertising.
COM 304 and COM 328 or 329 for internship in broadcasting.
COM 302 and COM 303 or 337 for internship in journalism.

Supervised field experience in a professional setting for students who have completed extensive academic preparation in the discipline. Fifty hours of field work per credit.

Reasons for Revision:
(Fall 2005) This course was last revised in 2003. This new version mandates prerequisite courses specific to each professional major in the department, and a GPA of 2.6 within the major as a standard of measuring professional preparation for an internship. This revision is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

<table>
<thead>
<tr>
<th>Student Learning Outcomes:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
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<tbody>
<tr>
<td>Upon completion of this course, the student will be able to:</td>
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<tr>
<td>1. Apply academic skills in a supervised on-the-job training environment.</td>
<td>I</td>
<td>1. Weekly reports, supervisor evaluations, final report, portfolio</td>
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<tr>
<td>2. Develop professional skills in a work environment.</td>
<td>I, II</td>
<td>2. Weekly reports, supervisor evaluations, final report, portfolio</td>
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<td>4. Demonstrate readiness and skills to search for employment, write resumes and cover letters, and interview for positions.</td>
<td>I, II</td>
<td>3. Weekly reports, supervisor evaluations, final report, portfolio</td>
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Course Content:

I. Practical professional experience
   A. Broadcasting
   B. Journalism
   C. Advertising
   D. Public relations
   E. Organizational communication

II. Career awareness
    A. Resume
    B. Organizational structure
    C. Performance and evaluation
    D. Networking
Resources:

Classic Scholarship in the Field

Contemporary Scholarship in the Field

Periodicals
Broadcasting & Cable
Columbia Journalism Review
Electronic Media
Editor & Publisher
PRSA Strategist
PRSA Tactics

Electronic and/or Audiovisual Resources
American Federation of TV & Radio Artists (www.ftra.org)
American Society of Newspaper Editors (www.asne.org)
National Association of Broadcasters (www.nab.org)
NABET (Broadcast Labor Union) (www.nabetcwa.org)
Newspaper Guild (www.newsguild.org)
Public Relations Society of America (www.prsa.org)
Public Relations Student Society of America (www.prssa.org)
Radio-Television News Directors Association (www.rtnda.org)
Society of Professional Journalists (www.spj.org)
Vernon Stone's Broadcast News Salary Research (www.missouri.edu/~journals)
TV Jobs (www.tvjobs.org)