

**SHAW UNIVERSITY**  
**Mass Communications**  
**INTERNSHIP IN COMMUNICATIONS    MCO486-01 FALL08**  
**(3 credit hours)**

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**Instructor:** David Marshall, Ph.D.  
**Office:** Cheek Learning Resources Center  
**Classroom:** MCO Smart Classroom  
**Office Hours:**  
    Mon: 04:00-09:00 P  
    Tues: 04:00P-09:00P  
    Wed: By Appointment ONLY  
    Thur: By Appointment ONLY  
    Fri: By Appointment ONLY  
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**Mass Communications Mission Statement**

The mission of Shaw University's Department of Mass Communications is to educate students to think and act as responsible professionals and ethical citizens in a global community. We desire to work personally with students to prepare them for career opportunities and leadership in our technical society- with an emphasis in new media and develop effective communicators on paper, on air, and online.

**Mass Communications Program Goals**

1. Provide students with appropriate training for careers in mass communications.
2. Provide an intellectual climate for students to evaluate, interpret, and analyze issues related to mass media as those issues relate to leadership and professional responsibility.

**Course Description:**

This course is designed to acquaint students with the fundamentals of information gathering and writing for the mass media. It is designed to develop a foundation of fundamentals from which you can develop advanced and specialized skills in high-level class and professional experience. This course will emphasize print journalism, although we will pay some attention to broadcasting and public relations.

**Student Learning Outcomes:**

<b>Student Learning Outcomes</b> <b>At the completion of this course, students will be able to:</b>	<b>Assessment of Student Learning Outcomes (Assessment Tools)</b>	<b>Linkage to Program Learning Outcomes.</b>
Demonstrate a mastery in reporting either radio, print, tv online or multi-media	Final portfolio of published work	2, 3
Pass an AP style exam	Exam	2
Pass a media Law Exam	Exam	4
Show a completed digital portfolio	Final portfolio of published work	3
Publish 8 stories in real world venues	Final portfolio of published work	3

**Required Text:**

AP Style Book.

**Course Requirements:**

You will be required to submit a total of (4) 3- page journal reports (single-spaced, 12 point font, 1 inch margins). Journal reports should include 2 pages of detailed narrative accounts of daily duties and responsibilities (including a daily log of hours) along with a 1-page reflection of how daily duties and responsibilities contribute to learning objectives outlined in your learning agreement. These reports are each due by noon on Tuesday on the following dates: Sept. 28, **October 28<sup>th</sup>** **November 20** & the **Final Report is due on December 1.**

**INTERNSHIP IN COMMUNICATIONS MCO486-01** is the principal “experiential learning” component of the program and is normally taken during the senior year. The placement site will be a professional work environment related to the career goals of the individual student. Placement may be with for-profit, not-for-profit, or governmental entities as appropriate. Internship supervisors in collaborating businesses or agencies must agree to create and supervise meaningful experiences that will allow student interns to observe and participate in job-related projects and activities that bear directly on the challenges of the modern

workplace. All final arrangements for the internship in MCI 486 must be made through Dr. David Marshall 919-546-8369 [dmarshall@shawu.edu](mailto:dmarshall@shawu.edu)

1. Students must have identified an appropriate internship site, completed all necessary paperwork, and obtained the required approvals for the learning agreement (see above) no later than the end of the first week of classes.
2. Students must spend a total of 140 hours during the semester engaged in activities associated with their internship. (This means an average of 10 hours per week during fall or spring semesters or an average of 15 hours per week during the summer semester.)
3. Students must activate his/her "shawbears" account, and should check it at least twice each week. The course instructor will be sending important messages to the class via that account. **You should send your reports via e-mail as an MS Word attachments.**
4. Success in this class demands a basic level of computer skill. INTE 3901 requires that you are able to send and receive e-mail; that you have a basic understanding of word processing, including how to send a MS Word file via e-mail; that you are able to access and use Internet resources; and that you have a basic understanding of file management.
5. **Journal Entries.** Students must submit journal reports describing in detail their internship activities for the reporting period. At a minimum, each entry should include two pages of narrative description of activities, assignments, projects, meetings, etc. (including a log of the time spent in these activities), plus a one page of reflection on what you learned through these experiences. Each report must be a single-spaced Word document (12-point font, 1-inch margins) sent to the instructor by E-mail attachment. Failure to submit reports in a timely manner will result in a lowering of the final course grade (depending on the severity of the problem).
6. **Final Journal Report.** At the end of the semester, you must turn in a final report that includes a log of your total hours, a narrative report of daily duties and responsibilities for the last quarter and a reflection of your learning and growth throughout the internship experience. This Final Journal Report must be submitted in hard copy, because it will be kept as part of your file. (No binders, please—just staple all pages together.) To ensure against loss or other delivery breakdowns, be sure to keep copies of all your journal entries, including the Final Journal Report.
7. Students will be responsible for ensuring that their internship site supervisor returns the "Employer Evaluation Form" within 1 week after it is received, so that the final course grade can take this information into account.

### **Course Grading**

80 % = Content and **timely** submission of the journal reports.

20 % = Your Internship Supervisor's report (using the "Employer Evaluation Form")

Failure to submit the weekly journal entries or the Final Journal Report will result in a course grade no higher than D. Failure to submit any reports of any kind will result in a course grade of F (your Internship Supervisor's Evaluation notwithstanding).