

**PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE  
MASTER SYLLABUS**

**JOURNALISM INTERNSHIP  
JOU 2998**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Date Revised: Fall 06**

NOTE: This course is not designed for transfer credit.

**Catalog Course Description:**

Course is designed to afford students practical work experience in the field of journalism, public relations, broadcasting, or advertising.

**Entry Level Standards:**

Department/program approval and completion of 30 hours of coursework (i.e. student should have attained sophomore standing).

**Prerequisite:**

CMN 1500 and consent of instructor

**Corequisite:**

JOU 2030 or JOU 2700.

**Textbook(s) and Other Course Materials:**

No textbook required.

**I. Week/Unit/Topic Basis:**

Since this course is an internship/practicum, a standard semester format does not apply. The time frame will generally follow a 16-week time frame, but will be more closely tied to an employer's time frame than to the standard semester. Credit will be given for the semester in which the student initiates internship. Students must work a minimum of 75 internship hours to receive 3 credit hours for the course.

**II. Course Objectives\*:**

- A. Give students practical working experience in their specific discipline in a professional environment. II.1,II.2
- B. Demonstrate a working knowledge of the various aspects of a professional mass communications company. I.5
- C. Provide students with contacts to secure work in their field. II.1, II.2

\*Roman numerals after course objectives reference TBR's general education goals.

**III. Instructional Processes\*:**

Students will:

1. Work with and under the direct supervision of mass communications professionals. *Active Learning Strategies, Transitional Strategies*
2. Perform tasks and duties specific to their disciplines, including but not limited to writing news articles, press releases, speeches, and advertising copy, researching information and background necessary for producing such materials. *Communication Outcome, Personal Development Outcome, Problem Solving and Decision Making Outcome, Technological Literacy Outcome, Information Literacy Outcome*
3. Present a written summary of their experiences. *Communication Outcome, Personal Development Outcome, Information Literacy Outcome, Active Learning Strategies, Transitional Strategies*

\*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

#### **IV. Expectations for Student Performance\*:**

Upon successful completion of this course, the student should be able to:

1. Identify the necessary skills for professional communication performance. A, B
2. Execute various tasks necessary to actually produce a professional communication product. A
3. Identify useful professional connections, including individuals and companies. C
4. Demonstrate the knowledge, professional experience, and self-confidence necessary to secure work in their field. A, B, C
5. Describe employer expectations and requirements for entry and advancement in the mass communications field. A, C
6. Identify strategies for obtaining employment and professional experience. C
7. Create or upgrade a portfolio or "string book" to document experience. B, C

\*Letters after performance expectations reference the course objectives listed above.

#### **V. Evaluation:**

##### A. Testing Procedures: 25% of grade

A student will work a total of seventy-five (75) hours during the internship/practicum. During the course of the internship/practicum, the instructor will periodically observe all aspects of the interns' work and do an evaluation. This observation counts for twenty-five percent (25%) of the student's grade.

##### B. Laboratory Expectations: 25% of grade

A time sheet recording all hours worked during the internship/practicum will be filled out by the student and signed by the supervisor. This will be turned in to the internship/practicum

director. Attendance during the internship/practicum will count for twenty-five percent (25%) of the student's grade.

C. Field Work: 25% of grade

The student's immediate supervisor will fill out an evaluation form, which will count for twenty-five percent (25%) of the student's grade.

D. Other Evaluation Methods: 25% of grade

The student will make an oral report in a section of CMN 1500 or other similar class, to be determined by the JOU 2998 instructor in conjunction with the CMN 1500 (or other) instructor. This report will count for twenty-five percent (25%) of the student's grade.

**VI. Policies:**

Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic and Student Affairs, may have requirements that are more stringent. Note: It is the nature of an internship experience that the student will informally contract with the job supervisor an appropriate schedule of work. This work schedule fulfills the requirements of meeting the 70-hour practicum. In order for the student to receive a positive evaluation, punctuality and fulfillment of the hours according to the contracted schedule are required.