

Course Number CMN 290

# Course Title Internship Communication/Radio/TV

Credits 3

Hours: Lecture/Lab/Other OTHER: 180 hours at employer facility Co- or Pre-requisite
Senior standing; permission of Internship
Advisor

Implementation Semester & Year Spring 2022

<u>Catalog description</u>: Students work for a radio station, TV station, cable television system, audio or video production facility or other communication-centered business such as a PR firm or Communication office for commercial or non-profit business, for five weeks or a total of 180 hours during their final semester.

**General Education Category:** 

Course coordinator:

Not GenEd

**Communication & Radio/Audio Production:** 

Mitchell Canter, (609) 570-3755, canterm@mccc.edu

**Television Internship Advisor:** 

Steve Voorhees, (609) 570-3805, voorhees@mccc.edu

### Required texts & Other materials:

Internship handbook provided by faculty internship advisor.

Materials as provided by employer and/or other facility personnel.

### **Course Student Learning Outcomes (SLO):**

### Upon successful completion of the internship, the student will be able to:

- 1. Effectively demonstrate the ability to work productively under the supervision of a working communication professional at one of the categories of businesses below:
  - a. Radio or TV station

(ILG #1, 4, 8, 9, 10, 11)

- b. Cable TV system
- c. Audio or video production facility
- d. Public relations firm
- e. Other communication-centered firm
- 2. Apply skills learned in the academic program in a real, every day work environment.

(ILG #1, 4, 9, 11)

3. Function with professionalism and model the performance of a desirable, prospective employee of the industry.

(ILG #1, 4, 8, 9, 10, 11)

4. Earn the respect of professionals who may serve as references for the student as the search for employment begins.

(ILG #1, 4, 8, 9, 10, 11)

MCCC Course Outline; Approved by the Curriculum Committee Fall 2021

# **Course-specific Institutional Learning Goals (ILG):**

**Institutional Learning Goal 1. Written and Oral Communication in English.** Students will communicate effectively in both speech and writing.

**Institutional Learning Goal 4. Technology.** Students will use computer systems or other appropriate forms of technology to achieve educational and personal goals.

**Institutional Learning Goal 8. Diversity and Global Perspective:** Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

### Units of study in detail - Unit Student Learning Outcomes:

# <u>Unit I</u> The Internship [Supports Course SLO #1, 2, 3, 4] *Learning Objectives*

### The student will be able to:

- Communicate and socialize in a business environment.
- Develop social and technical skills to assist department staff & supervisor.
- Organize and schedule meetings and/or technical recordings/video shoots.
- Meet deadlines and cooperate with others on their deadlines.

# <u>Unit II</u> Final Written Report. [Supports Course SLOs #2, 3]

# **Learning Objectives**

### The student will be able to:

- Summarize skills and practices learned.
- Discuss strengths and weaknesses of your job performance.
- Assess value of experience.
- Analyze the influence of the internship on your chosen profession.

### **Evaluation of student learning:**

- The final grade for CMN290 will be determined by the faculty internship advisor, in consultation with the
  intern's supervisor(s). The internship supervisor will fill out a structured evaluation form. The form is
  provided in the Internship Handbook.
- A written self-evaluation must be prepared by the student according to guidelines provided by the faculty
  internship advisor. This written self-evaluation will be weighed heavily in determining the final course
  grade. It should be noted, however, that a harsh self-evaluation will not necessarily result in a poor grade;
  in fact, the more one can demonstrate self-reflection and lessons learned in the Internship experience, the
  more likely the grade will be higher.
- It is imperative that the written self-evaluation be submitted to the faculty member on time. Failure to submit the required self-evaluation will result in an F grade being submitted for the student in this course, and prevent the student from graduating. Failure to meet the deadline for submission of written material will result in appropriate grade reduction
  - o Internship Supervisor's Evaluation Form
  - Student Self-Evaluation Report