Course Number and Title: COM 293 Internship with Seminar

Campus Location:
Georgetown

Effective Date:
2020-51

Prerequisite:
COM 242

Co-Requisites:
none

Course Credits and Hours:
5.00 credits
1.00 lecture hours/week
12.00 lab hours/week

Course Description:
This course provides a variety of practical on-the-job experiences in specific areas of the communications field. The internship and seminar provide an opportunity to exchange ideas and discuss relevant issues in the media.

Required Text(s):
Obtain current textbook information by viewing the [campus bookstore - https://www.dtcc.edu/bookstores](https://www.dtcc.edu/bookstores) online or visit a campus bookstore. Check your course schedule for the course number and section.

Additional Materials:
None

Schedule Type:
Classroom Course
Hybrid Course

Disclaimer:
None

Core Course Performance Objectives (CCPOs):

1. Apply industry-related verbal and written communications skills. (CCC 1, 2, 3, 4, 5, 6; PGC 1, 2, 3, 4, 5)
2. Exhibit professional behavior when working in the communications field. (CCC 1, 2, 4; PGC 4, 5)
3. Analyze the ethical implications of media actions. (CCC 1, 2, 3, 4; PGC 1, 4)
4. Create a professional portfolio to demonstrate to a prospective employer the student's multi- media competencies. (CCC 1, 2, 5; PGC 2, 3, 4)

See Core Curriculum Competencies and Program Graduate Competencies at the end of the syllabus. CCPOs are linked to every competency they develop.

Measurable Performance Objectives (MPOs):
Upon completion of this course, the student will:

1. Apply industry-related verbal and written communications skills.
   1. Identify the communications agency, including its mission, goals, community role, and types and characteristics of its clients/customers.
   2. Identify current issues and challenges facing the specific agency, including current trends and possible responses to address them.
   3. Evaluate a relevant issue facing the industry using a professional journal article, and present the findings to a group.
   4. Collaborate with a communication agency to produce materials that can used.
   5. Evaluate examples of communications products developed by the agency.
   6. Evaluate examples of work produced for the agency.
2. Exhibit professional behavior when working in the communications field.
   1. Interact with professionals in a given communication field.
   2. Illustrate increased self-awareness to one's strengths, learning needs, values, and commitment to the communications profession.
   3. Interact ethically and professionally with clients and co-workers from diverse backgrounds.
   4. Exhibit personal journalistic qualifications in a professional environment.
   5. Exhibit a professional attitude throughout the internship.
3. Analyze the ethical implications of media actions.
   1. Analyze the media's coverage of issues.
   2. Evaluate ethical issues using models of ethical decision making.
   3. Analyze the media's application of professional ethics in journalism.
4. Exhibit multi-media communication competencies.
   1. Assess successes and challenges of creating multimedia communications to include desktop publishing, newswriting, layout and design, photography, and video production.
   2. Research the best practices for creating a résumé.

Evaluation Criteria/Policies:
Students must demonstrate proficiency on all CCPOs at a minimal 75 percent level to successfully complete the course. The grade will be determined using the Delaware Tech grading system:

92	–	100	=	A
83	–	91	=	B
75	–	82	=	C
0	–	74	=	F

Students should refer to the Student Handbook - https://www.dtcc.edu/handbook for information on the Academic Standing Policy, the Academic Integrity Policy, Student Rights and Responsibilities, and other policies relevant to their academic progress.

Final Course Grade:
Calculated using the following weighted average

Evaluation Measure	Percentage of final grade
Summative: Supervisor Evaluation	50%
Summative: ePortfolio & Resume	25%
Formative: Ethics Discussion	15%
Formative: Journal Presentation	10%
TOTAL	100%

Core Curriculum Competencies (CCCs are the competencies every graduate will develop):

1. Apply clear and effective communication skills.
2. Use critical thinking to solve problems.
3. Collaborate to achieve a common goal.
4. Demonstrate professional and ethical conduct.
5. Use information literacy for effective vocational and/or academic research.
6. Apply quantitative reasoning and/or scientific inquiry to solve practical problems.

Program Graduate Competencies (PGCs are the competencies every graduate will develop specific to his or her major):
COMAASCOM

1. Analyze the impact of media on society.
2. Produce print, radio, video and web media products that meet professional standards.
3. Apply principle of design to media products.
4. Demonstrate effective professional communication skills.
5. Apply professional, ethical, and legal standards of behavior.

Disabilities Support Statement:

The College is committed to providing reasonable accommodations for students with disabilities. Students are encouraged to schedule an appointment with the campus Disabilities Support Counselor to request an accommodation needed due to a disability. A listing of campus Disabilities Support Counselors and contact information can be found at the [disabilities services - https://www.dtcc.edu/disabilitysupport](https://www.dtcc.edu/disabilitysupport) web page or visit the campus Advising Center.