

LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
		10 5:00	AP 1/18/11	App-1/25/11

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Proposing Department/Unit Communications Media	Phone 724-357-3771

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply) ☐ New Course ☐ Course Prefix Change ☐ Course Deletion ☒ Course Revision ☐ Course Number and/or Title Change ☒ Catalog Description Change			
COMM 390: Practicum in Communications <table> <tr> <td><u>Current</u> Course prefix, number and full title</td> <td><u>Proposed</u> course prefix, number and full title, if changing</td> </tr> </table>		<u>Current</u> Course prefix, number and full title	<u>Proposed</u> course prefix, number and full title, if changing
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2. Additional Course Designations: check if appropriate ☐ This course is also proposed as a Liberal Studies Course. ☐ Other: (e.g., Women's Studies, Pan-African) ☐ This course is also proposed as an Honors College Course.			
3. Program Proposals ☐ New Degree Program ☐ Program Title Change ☐ Program Revision ☐ New Minor Program ☐ New Track ☐ Other			
<table> <tr> <td><u>Current</u> program name</td> <td><u>Proposed</u> program name, if changing</td> </tr> </table>		<u>Current</u> program name	<u>Proposed</u> program name, if changing
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4. Approvals			
Department Curriculum Committee Chair(s)	B. Gaudin 9-27-10		
Department Chair(s)	Kurt P. Quadt 9/27/10		
College Curriculum Committee Chair	Roger Buscise 12/3/10		
College Dean	Mary Ann Rafath 12-6-10		
Director of Liberal Studies *			
Director of Honors College *			
Provost *			
Additional signatures as appropriate: (include title)			
UWUCC Co-Chairs	Gail Schuist 1/18/11		

* where applicable

Received

DEC 9 2010

Liberal Studies

Received

FEB 16 2011

Liberal Studies

RECEIVED
WS 1 9/28/10

Rationale for Course Revision

1. Revised Syllabus of Record (Attached)

2. Summary of Proposed Revisions

Overall, the entire syllabus of record has been updated to fit the current syllabus of record format and to more accurately reflect the current version of the Practicum in Communications Media. Specific changes have been highlighted below:

- I. **Change in Catalog Description**—The syllabus of record has been updated so that the catalog description for the syllabus of record, undergraduate catalog, and course syllabus correspond with one another. A statement clarifying the number of practicum and internship credits that can be taken in combination in a 120-credit degree program.
- II. **Course Outcomes**—General course outcomes have been added, per UWUCC feedback, in addition to those objectives negotiated in conjunction with the faculty sponsor.
- III. **Detailed Course Outline**—A general outline of course topics and tasks and the timing of when each topic and task should be completed has been included in this section. More specific timelines will be negotiated between the student and his or her individual Faculty Sponsor.
- IV. **Evaluation Methods**—The evaluation methods will remain the same with minor changes in verbiage. The weighting of the assignments has changed to more accurately support the variety of practicums and tasks and duties expected of the practicum student.
- V. **Example Grading Scale**—No change
- VI. **Undergraduate Course Attendance Policy**—This section has been added because it did not appear in the previous syllabus of record.
- VII. **Required Textbooks**—This section did not change.
- VIII. **Special Resource Requirements**—This section was not part of the previous syllabus of record. It has been added.
- IX. **Bibliography**—The bibliography was updated to reflect more current resources.

3. Justification/Rationale of Revision

The course is being revised to bring it up to date at the request of UWUCC. The recommendations of the committee were as follows:

- Develop generic, overarching outcomes for the course.
- Revise the course description—The course description being used for the course has evolved over time and no longer matches the course description in the Undergraduate Catalog.

4. The Old Syllabus of Record (Attached)

Syllabus of Record

COMM 390: Practicum in Communications Media

I. Catalog Description

COMM 390

var. 1-3cr

Practicum in Communications

Prerequisites: COMM major, departmental permission

A specialized study under the supervision of a faculty sponsor. Students make media service contributions to department and campus media-related facilities, while receiving credit. For each practicum credit, students will log a minimum of 90 hours of service. A maximum of 6 practicum credits can be used within a 120-credit degree program. The combination of practicum and internship credits cannot exceed 15 credits can be used within a 120-credit degree program.

II. Course Outcomes

At the completion of this course, the student will

1. Apply knowledge of Communications Media theory to practice.
2. Construct recommendations and solutions to communications problems.
3. Evaluate performance through critical reflection.

PLEASE NOTE: The above objectives are the basic objectives for the practicum. Practicum objectives may vary depending upon the student practicum assignment. The variances/additions will be spelled out in the practicum proposal and application prepared by the student and presented to the faculty sponsor for feedback. This proposal consists of the following components:

- **Project Title and Brief Description**—A brief description of the practicum.
- **Project Advantages**—An explanation of why the student has elected to do the practicum and how it is pertinent to his or her career.
- **Project Outcomes**—A detailed description of what the student will produce at the end of the practicum.
- **Context and Contact Information**—A description of any previous practicum experiences and any pertinent coursework that will help the student with the practicum. Also, a listing of the number of credits being requested for the practicum and contact information for the student's residence during the term of the practicum.

III. Detailed Course Outline

The practicum is designed to take place over the course of a semester. While the actual practicum schedule and tasks vary per practicum assignment, the basic course outline can be summarized in terms of stages. Each stage listed below includes the practicum stage and the activities to be completed at each stage:

Stage 1: Practicum Proposal Process**Prior to Practicum**

- Practicum Proposal Document
- Practicum Forms (e.g., application, override forms)

Stage 2: Practicum Activities**During the Practicum**

- Practicum Journal and Activity Tracking
- Practicum Activities (as outlined in the Practicum Proposal)
- Faculty Sponsor Evaluation (Mid-Term)

Stage 3: Practicum Evaluation Activities**2 Weeks Prior to Practicum's End**

- Faculty Sponsor Evaluation (Final)
- Reflection Paper
- Practicum Portfolio
- Exit Interview

Stage 4: Post-Practicum Activities (Optional)**Following Practicum Completion**

- Obtain References
- Continuously Improve Portfolio
- Publish (research, articles, etc.)

NOTE: Of the four stages represented above, practicum hours counting toward course credit are logged in Stages 2 and 3. The number of hours that must be logged will depend on the number of practicum credits in which the student is enrolled. The minimum number of hours per practicum credits is summarized in the table below:

Credits for Practicum Hours of Service*	
1-Credit Practicum	90 hours
2-Credit Practicum	180 hours
3-Credit Practicum	270 hours

IV. Evaluation Methods

The final grade for the practicum is based on the following criteria:

- Practicum Portfolio (60%)—Through the practicum portfolio the student will demonstrate the completion of practicum proposal objectives.
- Practicum Reflection (10%)—The student will evaluate his or her practicum experience through a written reflection paper.
- Practicum Sponsor Evaluation (30%)—The student's faculty sponsor will complete a final evaluation of the student's professional working relationship and interactions with the faculty sponsor. Each faculty sponsor is supplied with an evaluation form that can be used for formative and summative evaluation and to provide feedback to the practicum student.

NCATE Assessment Matrix

COE&ET Conceptual Framework	Program Objectives	Course Objectives	Assessment Technique
1,2,3,4	1,2,3,4,5,6,7,8	1	Practicum Reflection Practicum Portfolio Practicum Sponsor Evaluation
1,2,3,4	1,2,3,4,5,6,7,8	2	Practicum Portfolio Practicum Sponsor Evaluation
1,2,3,4	1,2,3,4,5,6,7,8	3	Practicum Reflection Practicum Portfolio

V. Example Grading Scale

The following grading scale will be used:

90-100%=A

80-89%=B

70-79%=C

60-69%=D

Below 60%=F

VI. Undergraduate Course Attendance Policy

Per University policy, students are expected to fully participate in all scheduled class sessions. In terms of the practicum, this means that the student is expected to work the weekly hours scheduled with his or her faculty sponsor and to log the minimum number of hours of practicum service per credits. It is understood that illness and personal emergencies may arise on occasion; students are expected to handle these situations professionally with their faculty sponsors. The student's inability to handle absences in a professional manner will result in a reduction in points on the practicum sponsor evaluation, and a failure of the student to complete the required practicum hours in the allotted time will result in a reduced or failing grade.

VII. Required Textbooks, Supplemental Books, and Readings

There is no required text for this course. Readings may be assigned as part of the individual practicum assignments.

VIII. Special Resource Requirements

Students will be required to track and print course materials.

IX. Bibliography

Baird, B. (2007). *Internship, practicum, and field placement handbook: A guide for the helping professions* (5th ed.). Upper Saddle River, New Jersey: Prentice Hall.

- Bold, M. & Chenoweth, L. (2007). *Preparing for your practicum and internship*. Florence, Kentucky: Delmar Cengage Learning.
- Boylan, J.C. (2001). *Practicum and internship*. New York: Routledge.
- DeFer, T.M., Faller, B.A., Gada, H., & Lubner, S. (2008). *The washington manual internship survival guide* (3rd ed.). Philadelphia: Lippincott, Williams & Wilkins.
- Donovan, C.P. & Garnett, J. (2001). *Internships for dummies*. Hoboken, New Jersey: Wiley.
- Fedorko, J. (2006). *The intern files: How to get, keep, and make the most of your internship*. New York: Simon & Schuster.
- Liang, J. (2006). *Hello real world! A student's approach to great internships, co-ops, and entry-level positions*. Charleston, South Carolina: Booksurge Publishing.
- Oldman, M. & Hamadeh, S. (2003). *The best 109 internships* (9th ed.). New York: Princeton Review.
- Peterson, R.R. (2005). *Landing the internship of full-time job during college*. Bloomington, Indiana: iUniverse, Inc.
- The Princeton Review. (2005). *The internship bible* (10th ed.). New York: Princeton Review.
- Reynolds, M. & Vince, R. (2008). *Handbook of experiential learning and management education*. New York: Oxford University Press.
- Russell-Chapin, L.A. & Ivey, A.E. (2003). *Your supervised practicum and internship: Field resources for turning theory into action*. Florence, KY: Brooks Cole.
- Sweitzer, H.F. & King, M. (2008). *The successful internship: Personal, professional, and civic development* (3rd ed.). Florence, KY: Brooks Cole.
- Wise, C.C. (2009). *The vault guide to top internships* (2009 Ed.). New York: Vault, Inc.

I. Catalog Description

COMM 390 Practicum

var- 1, 2, 3 credits

Prerequisites: Department Chair Approval

A practicum is a specialized study under the supervision of a faculty member and is considered an honorary program. Taking a practicum is a great way for students to build resume credentials and portfolio materials, in addition to furthering their knowledge within a particular area of interest. It is an opportunity with credit for students to make contributions to department and campus media-related facilities and offices including WIUP-TV, WIUP-FM, Penn, Oak, Public Relations, and Media Resources. Practicums can be taken as 1, 2 or 3 credits per semester. For each practicum credit, students will log 90 hours of service. A maximum of 6 practicum credits can be used with a 120-credit degree program.

NOTE: The total number of practicum credits and internship credits a student can apply toward their 120 credit degree cannot equal more than 15 credits. Additional practicum or internship credits must be in excess of the 120 credits.

II. Course Objectives

Objectives for the Practicum are developed by the student and approved by the Professor with whom they are working. This document, called the Practicum Proposal, is affixed to the Department Practicum Application.

The Practicum Proposal consists of:

- Project description
- Project advantages - an explanation of why the student wants the Practicum, how it will enhance their career, and include a bulleted list of objectives/advantages in which they will benefit
- Project outcomes - a detailed description of what the Practicum will produce
- Conclusion and contact information - highlight the benefits and skills obtained from having a Practicum experience and contact information

III. Course Outline

Throughout the semester the student will be expected to document a number of assignments. These materials must be collected or kept in order to produce a final Project Portfolio which is submitted at the end of the semester. Below is a list of responsibilities the student will have during the Practicum (these responsibilities may vary depending on the faculty sponsor's guidelines and practicum objectives):

1. Professional Journal - the journal must include the days and hours worked and what was accomplished during that time. The following table depicts how many hours should be logged in correspondence with the amount of credits the Practicum is worth:

Credits for Practicum Hours of Service	
1-Credit	90 hours
2-Credits	180 hours
3-Credits	270 hours

2. Copies of deliverables - students are to collect and keep copies of all deliverables produced or obtained throughout the semester.
3. Project Portfolio - At the end of the semester students must provide a project portfolio which includes a Professional Journal, copies of all deliverables, a 2-3 page summary report of their experience, an improved proposal document, and all outcomes produced throughout the semester.

IV. Evaluation Methods

The final grade for the Practicum is determined based on the following criteria:

- 50% - objectives and deliverables from original Practicum Proposal have been met
- 30% - final Project Portfolio evaluation
- 20% - interaction and professional working relationship with faculty sponsor

Each faculty sponsor is supplied with an evaluation form that can be used for evaluation at the end of the semester. This evaluation provides performance feedback to the Practicum student.

Final grades for the Practicum experience will be determined based on the following scale:

- 90-100% = A
- 80-89% = B
- 70-79% = C
- 60-69% = D
- below 60% = F

V. Required textbooks, supplemental books and readings

Students will be required to provide an adequate number of Daily Log pages for their Practicum experience.

Disclaimer Regarding Distance Education Proposal

At the time of development, Moodle was the official University Learning Management System (LMS). The distance education portion of this proposal makes reference to online learning technologies and tools as they pertain to Moodle. As Desire2Learn is rolled out on campus, reference Moodle tools will be replaced with their D2L equivalent. Course materials will also be updated accordingly. The course technologies are referenced as such in this proposal only for the frame of reference of the proposal reviewers.