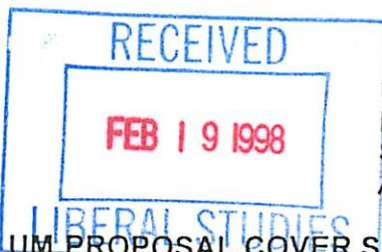


LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: _____
Submission Date: _____
Action-Date: _____

97-52cc

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Richard Lamberski Phone x3771

Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

☒ **COURSE** Internship
Suggested 20 character title

☐ New Course * _____
Course Number and Full Title

☒ Course Revision CM 493 Internship
Course Number and Full Title

☐ Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

☐ Course Deletion _____
Course Number and Full Title

☐ Number and/or Title Change _____
Old Number and/or Full Old Title

New Number and/or Full New Title

☒ Course or Catalog Description Change CM 493 Internship
Course Number and Full Title

☐ **PROGRAM:** ☐ Major ☐ Minor ☐ Track

☐ New Program * _____
Program Name

☐ Program Revision * _____
Program Name

☐ Program Deletion * _____
Program Name

☐ Title Change _____
Old Program Name

New Program Name

III. Approvals (signatures and date)

[Signature]
Department Curriculum Committee

[Signature] 12/15/97
Department Chair

[Signature] 2/18/98
College Curriculum Committee

[Signature] 2/18/98
College Dean

+ Director of Liberal Studies (where applicable)

* Provost (where applicable)

Part II. Descriptions of Curriculum Change

1. New Syllabus of Record (see attached)

2. Summary of proposed revisions

This revision includes a catalog description change, change of credit options and prerequisite change.

Old Catalog Description, Prerequisites and Credits

CM 493 Internship var-6-12sh

Prerequisites: Communications Media majors only; junior or senior status, permission
Supervised professional work experience in communications media. Sites reflect the academic goals of the department and are approved and administered by a department coordinator. Location, duties, length of internship, and hours are individually tailored to student career goals. Sites represent wide application of process and technology of communications in business, education, allied health, or other agencies. Students may take 3 or more sh per semester (40 hours or more of commitment=1 sh), and multiple experiences are possible; a maximum of 3sh internship and/or field experiences are permitted towards a degree program.

New Catalog Description, Prerequisites and Credits

CM 394 Internship var-6, 9, 12

Prerequisites: CM 395, department approval
Supervised professional summer work experience in communications media. Sites reflect the academic goals of the department and are approved and administered by a department coordinator. Location, duties, length of internship, and hours are individually tailored to student career goals. Sites represent wide application of process and technology of communications in business, education, allied health, or other agencies. Students must complete 40 hours or of the internship work experience per semester hour earned. A maximum of 15sh of internship and/or practicum are permitted toward a degree program.

3. Justification/rationale for the change

The course description is not substantially different for the old description but is more clearly written and corrects an inconsistency with other catalog copy restricting students to 3sh of internship. The new course description also more clearly states the number of hours work for each semester earned.

The change in prerequisites is made to add CM 395 Career Planning in Communications Media as a preparatory course for students before going on their internship experience. This course is very important in helping students write appropriate cover letters and resumes as they begin their search for an internship and jobs. The other prerequisite of junior or senior status is deleted because CM 395 already requires a minimum of 20 CM credits and that will assure that students are in their junior or senior year.

The requirement for majors only is deleted because students who have a declared minor in Communications Media would be permitted to count an internship toward their minor credits.

Departmental approval is added to the prerequisites so we are able to handle any exceptions to the summer internship. Currently 85 percent of our majors are completing a summer internship, but we have made exceptions to the "summers only" policy to accommodate non-traditional students and students entering the military who are unable to complete an internship in the summer.

The credit option is revised to help the student, the host site and the department better plan the internship experience. The 6, 9 or 12 credit option will aid the department in allocating the internship supervision contracts to department faculty.

4. Old Syllabus of Record

At the time this course was first approved, apparently no syllabus of record was submitted, since none can be located in departmental or archival files.

Part III. Letters of Support

Letters of interested departments are included with the Program Revision documentation.

Part II. Description of Curriculum Change

1. New Syllabus of Record

I. Catalog Description

CM 493 Internship

var-6, 9, 12 credits

Prerequisites: CM 395, department approval

Supervised professional summer work experience in communications media. Sites reflect the academic goals of the department and are approved and administered by a department coordinator. Location, duties, length of internship, and hours are individually tailored to student career goals. Sites represent wide application of process and technology of communications in business, education, allied health, or other agencies. Students must complete 40 hours or of the internship work experience per semester hour earned. A maximum of 15sh of internship and/or practicum are permitted toward a degree program.

II. Course Objectives

Objectives for the internship experience are proposed by each student while taking CM 395 (Career Planning in Communications Media), refined by the hosting site (during interviews), and accepted by the Department internship coordinator. This document, called the internship proposal, is affixed to the Experiential Education Application.

The student will:

- gain experience in a professional work setting consistent with the student's career goals;
- develop an understanding of the work environment and use this understanding to refine career goals;
- acquire skills, knowledge and experience in areas specific to the internship setting;
- participate in projects and compile materials suitable for inclusion in a final project and professional portfolio;
- use those newly developed skills to conduct a job search this or a related field; and
- use the internship site as a means to develop professional contacts and refine interpersonal skills.

III. Course Outline

The daily work schedule will be determined by the student and the internship host site. It is expected that students will work 40 hours per week equivalent to the number of credits being earned. For example, a student seeking 6sh of internship would typically complete 40 hours per week for six weeks at the host site. A deadline for the submission of the student's final project is established by the internship coordinator and is usually one week before the scheduled completion of the internship experience.

IV. Evaluation Methods

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

- 50% - internship site supervisor evaluation
- 35% - final project evaluation
- 15% - faculty supervisor evaluation

Each site supervisor is supplied with an evaluation form used for a mid-term and final evaluation. This evaluation provides feedback to the student intern and the supervising CM faculty member

Guidelines for the final project are distributed to the student in CM 395. The final project is evaluated by the supervising faculty member based on information included in the following five components:

1. A review of the internship experience, including a summary of the student's work experience;
2. A case study of the organization, demonstrating the student's understanding of the organization and its role in the communication industry;
3. A career development and marketing plan, including an explanation of the networking opportunities afforded the student, a strategy for job searches and an updated resume;
4. Daily logs, including an outline of the daily activities and responsibilities of the student; and
5. A portfolio from internship assignments to include samples of work completed by the student that would illustrate skills, developed on the internship, suitable for employment.

Each intern is assigned a CM faculty member who serves as the faculty supervisor. The faculty member makes visits to the internship site and communicates with the student and the on-site supervisor. As the faculty member completes the IUP Internship Supervision Report, he/she will consider such criteria as the student's ability to complete tasks effectively, to demonstrate creativity and initiative, to interact effectively with professional staff members, to maintain a professional attitude and to use the information and experience gained to further career goals.

Final grades for the internship 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 internship experience.

VI. Special resource requirements

Students are encouraged to seek an internship within a 500 mile radius of IUP.

VII. Bibliography

_____ (1992). Resumes for communications careers. NTC Publishing, Chicago.

Farris, Linda G. (1995). Television careers; a guide to breaking and entering. Buy the Book Enterprises, Fairfax, CA.

Noronha, Shonan F. (1993). Careers in communications. NTC Publishing, Chicago.

Sample internship sites for Communications Media students:

WJAC Channel 6 – Johnstown
WPVI – TV – Philadelphia
Mellon Bank – Pittsburgh
Civic Arena – Pittsburgh
Smithsonian Institution – Washington D.C.
Philadelphia Magazine – Philadelphia
Pittsburgh Film Office
WCNS/WLCY FM – Latrobe
KDKA – Pittsburgh
Chambersburg Chamber of Commerce – Chambersburg
The Open Door – Indiana
Babcock and Wilcox – Homer City
Cross Trainers – Pittsburgh
Marc Advertising – Pittsburgh
Longo Media Group – Latrobe
Chris Hay Photography – Somerset
Applied Science Associates – Butler