

CMS 440 – Communication & Media Studies Internship

Credit Hours: 3

Scheduled hours per week

Lecture: 0 Lab: 0

Other: 3

Catalog Course Description: The internship experience is required of all students within the four year CMS program. The internship course is designed to provide each student with the opportunity to use classroom knowledge in a practical/real-world setting with the support of both a faculty adviser as well as a professional in communications.

Pre-requisites: N/A

Co-requisites: N/A

Course Learning Outcomes:

At the conclusion of CMS 440, students should be able to:

1. Demonstrate proficiency in research and writing;
2. Demonstrate proficiency in technical skills required of the internship;
3. Understand the professional world through dress, and attitude;
4. Understand the assignment and completion of tasks;
5. Develop a professional understanding of diversity;
6. Practice ethical and legal-sound behavior

Topics to be studied:

- Media in the professional world
- Communicating for a mass audience
- Strategic planning
- Oral and digital presentation techniques
- Resolving problems and challenges in the professional world

Relationship of Course to Discipline Learning Outcomes	
Students will demonstrate an ability to select the appropriate channels to communicate effective messages.	X
Students will demonstrate an ability to evaluate and critique their own and others' communication.	X
Students will exhibit strong listening skills.	X
Students will demonstrate an ability to produce strategic communication materials that are clear, accurate, thorough, cogent, and fair.	X
Students will demonstrate an ability to apply communication theory and mass communication principles to real-life situations.	X
Students will exhibit creativity and innovation in the delivery of messages.	X
Students will competently analyze an audience to create effective messages.	
Students will articulate the role of ethics in media and communication.	X

Relationship of Course to General Education Learning Outcomes:	
Composition and Rhetoric Students illustrate a fundamental understanding of the best	X

practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	
Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	
Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	X
Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.	X

Special requirements of the course:

Student must maintain a weekly self-evaluation log as well as participating in a bi-weekly internship evaluation from the manager.

Additional information:

N/A

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