

**Tompkins Cortland Community College**  
**Master Course Syllabus**

**Course Discipline and Number: COMM 265**  
**Course Title: Communication & Media Arts Internship**

**Year: 2023-2024**  
**Credit Hours: 3**

**Attendance Policy:** *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

**Services for Students with Disabilities:** *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

### **Course Description**

This course provides an opportunity for Broadcast Production, Communication & Media Arts, and Digital Cinema program majors to gain work experience in a media outlet. Prior to enrollment, a student must have completed 12 credits of Communication (COMM) coursework with C or better grades, and meet other requirements. Prerequisites: 2.0 or higher cumulative GPA; ENGL 101; RDNG 116 if required by placement testing; prior completion or concurrent enrollment in MATH 090 if required by placement testing; permission of Communications & Media Arts program chair. 3 Cr. (9 Lab.) Occasionally.

### **Course Context/Audience**

This course is open to communications and media arts and broadcast production majors only. The course provides the opportunity for students to include an internship in their studies and to integrate classroom learning with practice before entering the media profession. It is anticipated that students will have an opportunity to participate in the daily operations of a media outlet. Students may work in a variety of different positions at a variety of different media outlets.

Duties/responsibilities may include but are not limited to:

#### **Audio Engineering Internship:**

Shadows a Broadcast/Recording Technician to learn the operation of the broadcast studios/and or towers. Has the opportunity for hands-on practice on the technical equipment.

#### **Film Internship:**

A film internship encompasses tasks supporting motion pictures as individual projects, as well as the field in general. Film internships are varied for those interested in a career in editing, sound recording, video production and/or small business development and administration. Film internships provide an excellent way to learn about the inner workings of the film industry.

#### **Digital News Internship:**

The intern assists with writing, researching, and updating news and feature coverage on the media outlet's website; assists in building Web pages using HTML and the content management system, as well as tools such as Photoshop, Sound and Video editing software, and the FTP client; and performs routine administrative tasks.

#### **Marketing and Branding Internship:**

Assists in the planning and development of activities and materials designed to increase awareness of a stations and the stations' programming. The intern will support the department in its work to strengthen station relations by creating materials (articles, press releases, advertisement, e-marketing content, etc.) for use in efforts to raise awareness, promoting audience involvement, and increasing revenues. A marketing internship supports the company activities relate to determining market demand and converting the customers buying power into an effective demand for a service

and bringing that service to the customer. Marketing internships offer experience in internet, non-tradition, viral, and corporate marketing.

#### ***Media Relations Internship:***

As an intern in the Media Relations Department, you will learn about pitching print and broadcast journalists, developing publicity plans and writing press releases. The media relations intern will gain valuable experience by assisting in the publicity of programs, personalities and breaking news. The intern will actively participate in researching media contacts, maintaining press lists and databases, compiling press kits and writing press releases and media advisories.

#### ***News (radio or television) Internship:***

Conducts research for daily stories and long-term projects; interviews; retrieves archival tape; attends daily editorial meeting; and helps get the program on the air, which includes performing routine administrative tasks. He/she should have an interest in the news and be prepared to offer story ideas.

#### ***Public Relations Internship:***

Public Relations internships support the business of generating goodwill toward an individual, cause, company, or product. In a Public Relations internship you engage in the development of a favorable image of their organizations in the eyes of public at large, customers, suppliers, government, media, competitors, shareholders, employees and the society. Typical responsibilities include writing press releases, contacting media outlets, representing clients at events, scheduling and coordinating press releases, covering red carpet events and much more.

#### ***Radio Internship:***

Radio Broadcasting Internships can offer a wide array of experience. A Radio Broadcasting Internship may include responsibilities for organizing, preparing, coordinating, and executing promotional events. In addition the experience may include working with on-air talent, brainstorming new ideas, and communicating with clients and advertisers.

#### ***Television Internship:***

Television internship duties may include assisting with pre-production and location research, working behind the scenes on various television shoots, and assisting with logs and transcriptions for post-production.

All communications and media arts internships must meet the criteria established by the State University of New York and Tompkins Cortland Community College. Also, it should be understood that some media outlets might have additional criteria for accepting interns. This course may be graded on a pass/fail basis. It does not readily transfer nor meet SUNY general education requirements. It does meet some of TC3's general education goals as discussed later in this syllabus and is considered a communications or unrestricted elective.

### **Basic Skills/Entry Level Expectations**

**Writing:** WC College level writing skills are required. See course co-requisites or pre-requisites.

**Math:** M1 Taking MATH 090 (if needed) – Course requires limited use of very basic mathematical skills.

**Reading:** R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

### **Course Goals**

The Communications and Media Arts internship is designed to

1. Assist the student with preparation for career exploration through experiential learning.
2. Provide students with a real life learning experience in the communications field through internship placement in a media outlet.

### **Course Objectives/Topics**

Objective/Topic	% Course
The student will observe the daily operations of a media outlet.	60%
The student will be expected to note how those principles, theories, and methodologies acquired in related courses are applied.	20%
The student will gain awareness for the problems/benefits/and needs of a media entity	20%

### **General Education Goals - Critical Thinking & Social/Global Awareness**

<b>CRITICAL THINKING OUTCOMES</b>	<b>HOW DOES THE COURSE ADDRESS THE OUTCOMES</b> (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> <li>➤ develop meaningful questions to address problems or issues.</li> <li>➤ gather, interpret, and evaluate relevant sources of information.</li> <li>➤ reach informed conclusions and solutions.</li> <li>➤ consider analytically the viewpoints of self and others.</li> </ul>	<p>Students are confronted with real life experience as they work side by side with professionals in the industry. Questions are asked during observations. Follow-up occurs with the internship coordinator. Placement occurs in an outlet for 120 hours during a semester. Weekly reports that summarize activities and observations are submitted to the internship coordinator. Face to face meetings and site visits or contacts are held. Self evaluations are completed by students and supervisory evaluations are completed by site supervisors.</p>
<b>SOCIAL/GLOBAL AWARENESS OUTCOMES</b>	<b>HOW DOES THE COURSE ADDRESS THE OUTCOMES</b> (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> <li>➤ Students will begin to understand how their lives are shaped by the complex world in which they live.</li> <li>➤ Students will understand that their actions have social, economic and environmental consequences.</li> </ul>	<p>Students are confronted with real life experience as they work side by side with professionals in the industry. Students will see how their role shapes and is shaped by the world in which they live. Questions are asked during observations. Follow-up occurs with the internship coordinator. Placement occurs in an outlet for 120 hours during a semester. Weekly reports that summarize activities and observations are submitted to the internship coordinator. Face to face meetings and site visits or contacts are held. Self evaluations are completed by students and supervisory evaluations are completed by site supervisors.</p>

### Instructional Methods

This is a fieldwork experience. A minimum of 120 hours of internship work must be performed on site. Students average 8 hours per week. The students also meet weekly with the instructor and submit written reports.

### Methods of Assessment/Evaluation

Method	% Course Grade
Required: Weekly Reports: A summary of weekly activities and observations; meeting deadlines for submission, correct number of entries per week, scope of entries and writing style are considered.	30%
Required: Course Instructor's Assessment: Should include an evaluation of the student's level and initiative to complete ALL course requirements; the quality of the student's contribution to their chosen media outlet; educational growth and development of student.	30%
Required: Agency/Supervisor Evaluation: Completed by the agency or site supervisor; points given depend on the number of times that a student has to be evaluated. If an agency supervisor does not complete the evaluation form - this portion of the grade will be deleted from computation of a student's final grade.	20%
Required: Student Self-Evaluation: To be completed by the student at the end of the semester.	10%
Required: Time Cards: These provide number of hours worked and emphasize meeting deadlines for submission, correct entries, and absences or tardiness	10%

**Text(s)**

A text is not required for the course.

**Bibliography**

Fedorko, Jamie. The Intern Files: How to Get, Keep, and Make the Most of Your Internship. 2006. Simon & Schuster.

**Other Learning Resources****Audiovisual**

No resources specified

**Electronic**

No resources specified

**Other**

No resources specified