

University of Arkansas - Fort Smith
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General Syllabus

MCOM 3801 Practicum

Credit Hours: 1 Lecture Hours: 0 Laboratory Hours: 2

Prerequisite: MCOM 2613 Writing Across the Media, or consent of instructor.

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Provides guidance while students learn to work as a team to create and publish media. Practicums are designed as short courses to complement offered curriculum and can include: basic journalism, radio broadcast, television broadcast, production skill building, or other subjects as needed. Course may only be repeated for a total of three credit hours, as topics vary.

B. Additional Information - None

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Contribute successfully as a team to produce, edit, and publish media.
2. Research, write, and contribute to content creation.
3. Work within a team to edit their own and other's content.
4. Work with basic programs to prepare and upload media to a website.
5. Produce, prepare, upload, and place images and audio/video to the web using basic computer programs.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills: Students will draw conclusions and solve problems within a publication team. Students will research and report on newsworthy events.

Communication Skills (written and oral)

Students will effective communication within a publication team and in a journalistic setting, both with other students, with the public, and with advisors.

Ethical Decision Making

Students will research, report, and write in an actual journalistic setting, recognizing and using accepted journalistic ethics and maintaining sound ethics.

III. Major Course Topics

- A. Teamwork in a content creation setting
- B. Journalistic ethics
- C. Team leading
- D. Writing format and style
- E. Dependent upon practicum subject:
 - 1. Basic reporting, including research and interview skills
 - 2. Basic camera skills (video and still)
 - 3. Basic editing skills for text, images, and audio/video
 - 4. Basic computer skills for researching, preparing, and uploading of text, images, and audio/video
 - 5. Basic promotions