

**Eastern Illinois University
New Course Proposal
CMN 23754, Practical Experience IV**

Please check one: ☒ New Course

PART I: CATALOG DESCRIPTION

1. Course prefix and number, such as ART 1000: CMN 23754
2. Title (may not exceed 30 characters, including spaces): Practical Experience IV
3. Long title, if any (may not exceed 100 characters, including spaces): Practical Experience IV
4. Class hours per week, lab hours per week, and credit [e.g., (3-0-3)]: (Arr -Arr -1)
5. Term(s) to be offered: ___ Fall ___ Spring ___ Summer ___ On demand
6. Initial term of offering: ☒ Fall ___ Spring ___ Summer **Year:** 2009
7. Course description (not to exceed four lines):

This course gives students practical experience in communication practices in an organizational setting. Course cannot be used as a elective in the major.

8. Registration restrictions:
 - a. Identify any equivalent courses (e.g., cross-listed course, non-honors version of an honors course).

None
 - b. Prerequisite(s), including required test scores, courses, grades in courses, and technical skills. Indicate whether any prerequisite course(s) MAY be taken concurrently with the proposed/revised course.

None
 - c. Who can waive the prerequisite(s)?

___ No one ___ Chair ___ Instructor ___ Advisor ___ Other (Please specify)
 - d. Co-requisites (course(s) which MUST be taken concurrently with this one):
 - e. Repeat status: ___ Course may not be repeated.

x Course may be repeated to a maximum of 4 hours or ___ times.
 - f. Degree, college, major(s), level, or class to which registration in the course is restricted, if any:

Communication Studies majors and minors
 - g. Degree, college, major(s), level, or class to be excluded from the course, if any:
9. Special course attributes [cultural diversity, general education (indicate component), honors, remedial, writing centered or writing intensive]

10. Instructional delivery method: ☐ lecture ☐ lab ☐ lecture/lab combined ☐ independent study/research
X internship ☐ performance ☐ practicum or clinical ☐ study abroad ☐ other

PART II: ASSURANCE OF STUDENT LEARNING

1. List the student learning objectives of this course:

- I. Acquire disciplinary knowledge
 - A. This course would give students direct experience in the organizational setting to advance understanding of organizational practices and activities.
 - B. This course would give students the opportunity to connect classroom principles with the workplace.
- II. Develop critical thinking and discovery skills
 - A. Through interaction with the site supervisor, department coordinator, and self reflection students will process workplace experiences as a means to develop a richer understanding of events.
 - B. Through interaction with the site supervisor, department coordinator, and self reflection students will process workplace experiences as a means to develop coping strategies.
- III. Cultivate a sense of social and ethical responsibility
 - A. Through interaction with the site supervisor, department coordinator, and self-reflection students will have the opportunity to explore real world situations requiring application of ethical standards.
- IV. Create and implement appropriate message strategies in diverse contexts
 - A. This course will assist students to develop a better understanding of the process of message development in the workplace.
 - B. This course will assist students to better develop messages.
 - C. This course will assist students in understanding differences in the workplace.

2. Identify the assignments/activities the instructor will use to determine how well students attained the learning objectives:

- A. Student log (objectives I, II, III, IV)
- B. Student final paper (objectives I, II, III, IV)
- C. Midterm and final evaluation by site supervisor (objectives I, II, III, IV)
- D. Meetings with department coordinator (objectives I, II, III, IV)

3. Explain how the instructor will determine students' grades for the course:

Students will be evaluated at mid-term and end of the term by the site supervisor. Students will meet on a monthly basis with the department coordinator to discuss the experience. Students will be expected to keep a log and to write a final introspective paper on the experience.

4. For technology-delivered and other nontraditional-delivered courses/sections, address the following:
- a. Describe how the format/technology will be used to support and assess students' achievement of the specified learning objectives:
 - b. Describe how the integrity of student work will be assured:

- c. Describe provisions for and requirements of instructor-student and student-student interaction, including the kinds of technologies that will be used to support the interaction (e.g., e-mail, web-based discussions, computer conferences, etc.):

N/A

5. For courses numbered 4750-4999, specify additional or more stringent requirements for students enrolling for graduate credit. These include:
 - a. course objectives;
 - b. projects that require application and analysis of the course content; and
 - c. separate methods of evaluation for undergraduate and graduate students.

N/A

6. If applicable, indicate whether this course is writing-active, writing-intensive, or writing-centered, and describe how the course satisfies the criteria for the type of writing course identified. (See Appendix *.)

N/A

PART III: OUTLINE OF THE COURSE

Specific schedules will be developed jointly between the student, departmental coordinator, and site supervisor. Students will engage in at least 50 contact hours with the organization.

Students are likely to participate in internship like experiences within an organization. These experiences include working as a videographer assistant, administrative assistant to a sales manager or account executive, assistant producer/director, and assistant to an on-air personality.

PART IV: PURPOSE AND NEED

1. Explain the department's rationale for developing and proposing the course.

There is a trend emerging in the broadcast industry to provide students earlier in their educational career with the opportunity for practical experiences in professional settings. There is also growing interest on the part of students to participate in this experience. The difficulty is that employers require that students be enrolled for credit to address the issue of workers compensation. Since these experiences are targeted to those just becoming interested in the broadcast industry, they are normally not eligible for internship credit. As a result, a number of students have been refused the opportunity to gain practical experience by employers since the department did not have an appropriate course for students.

The internship experience is not appropriate for these students for several reasons. First, the opportunities are typically available for second semester freshmen and sophomores who do not meet the prerequisites for an internship. Second, faculty do not feel that this experience merits the same level of credit as an internship as students are likely to not be as engaged fully in the work experience as would be expected for upper division credit.

To address this situation, the department is proposing this 2000 level course that would meet the needs of the employer to have the students enrolled. Since the course will not count as an elective in the major, it

meets the concerns of the faculty to maintain academic rigor and maintain the size of the current program. Allowing the hours to count in the degree would require the department to revisit the current size of the major including the ability to deliver the major within a two year cycle.

2. Justify the level of the course and any course prerequisites, co-requisites, or registration restrictions.

This course is intended to provide second semester freshmen and sophomores with the opportunity to gain practical experience in the organizational setting. Allowing students to enroll in the course in repeated terms will provide students with an opportunity for significant field experience. Excluding the course from counting in the major assists in maintaining the rigor of the program and provides a means to maintain the current size of the major.

3. If the course is similar to an existing course or courses, justify its development and offering.

A number of departments offer practical experience courses (FCS, THA, MUS, PED, PHY, ENG). These courses are all targeted to their specific student populations and experiences relevant to their major. There are no courses that are similar in nature to this course that addresses the needs of communication majors.

4. Impact on Program(s):

This course will be an elective course but it will not count as an elective in the major.

PART V: IMPLEMENTATION

1. Faculty member(s) to whom the course may be assigned:

Course will be assigned to the internship and practicum coordinator

2. Additional costs to students:

None

3. Text and supplementary materials to be used (Include publication dates):

None

PART VI: COMMUNITY COLLEGE TRANSFER

A community college course may be judged equivalent to this course

PART VII: APPROVALS

Date approved by the department or school: 10/3/2008

Date approved by the college curriculum committee: 10/29/2008

Date approved by the Honors Council (*if this is an honors course*):

Date approved by CAA: 4/16/09