

## Washtenaw Community College Comprehensive Report

### COM 240 Broadcast Media Arts Internship Effective Term: Spring/Summer 2019

#### Course Cover

**Division:** Humanities, Social and Behavioral Sciences

**Department:** Humanities

**Discipline:** Communications

**Course Number:** 240

**Org Number:** 11520

**Full Course Title:** Broadcast Media Arts Internship

**Transcript Title:** Broadcast Media Internship

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Three Year Review / Assessment Report

**Change Information:**

Course title

Course description

Outcomes/Assessment

Objectives/Evaluation

**Rationale:** Based on Winter 2018 sabbatical and the latest assessment report, a few updates need to be made to the master syllabus.

**Proposed Start Semester:** Spring/Summer 2019

**Course Description:** Broadcast Media Art students will work in conjunction with a local media station to gain hands-on experience within the industry. Students will acquire working knowledge of the day-to-day operations within the station, as well as industry practices. Students will be exposed to and work in many areas within a station such as marketing and promotions, production and programming, and sales and traffic.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 15 **Student:** 15

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Other: Instructor:** 150 **Student:** 150

**Total Contact Hours: Instructor:** 165 **Student:** 165

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

#### Requisites

**Prerequisite**

Admission to Broadcast Arts program; consent required

**General Education****Request Course Transfer****Proposed For:**

Central Michigan University  
Eastern Michigan University  
Ferris State University  
Lawrence Tech  
Michigan State University  
Oakland University  
University of Detroit - Mercy  
University of Michigan  
Wayne State University  
Western Michigan University

**Student Learning Outcomes**

1. Identify and define each department within a broadcast station.

**Assessment 1**

Assessment Tool: COM 240 Capstone Essay

Assessment Date: Winter 2019

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: The essay will be scored using a departmentally-developed rubric

Standard of success to be used for this assessment: Success will be defined as 70% of the students scoring 70% (25/35) or higher.

Who will score and analyze the data: Departmental faculty

2. Prioritize production elements within a live and/or pre-recorded show.

**Assessment 1**

Assessment Tool: COM 240 Production/Marketing Activity

Assessment Date: Winter 2019

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: Success will be defined as 70% of the students will score 70% (14/20) or higher.

Who will score and analyze the data: Departmental faculty

3. Create a variety of productions and/or marketing tools for a broadcast station.

**Assessment 1**

Assessment Tool: COM 240 Production/Marketing Activity

Assessment Date: Winter 2019

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: Success will be defined as 70% of the students will score 70% (14/20) or higher.

Who will score and analyze the data: Departmental faculty

### Course Objectives

1. Define the responsibilities of the marketing/promotions department, as related to the day-to-day workings of a station.
2. Define the responsibilities of the production/programming department, as related to the day-to-day workings of a station.
3. Define the responsibilities of the sales/traffic department, as related to the day-to-day workings of a station.
4. Explain the approach to pre-production, as related to a live and/or pre-recorded broadcast/event.
5. Explain the approach to the production process, as related to a live and/or pre-recorded broadcast/event.
6. Explain the approach to the post-production process, as related to a live and/or pre-recorded broadcast/event.
7. Assist in the conception of a production and/or marketing tool for a station event.
8. Assist in the completion of a production and/or marketing tool for a station event.
9. Assist in the implementation of a production and/or marketing tool for a station event.

### New Resources for Course

#### Course Textbooks/Resources

Textbooks  
Manuals  
Periodicals  
Software

#### Equipment/Facilities

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
<b>Faculty Preparer:</b> <i>Dena Blair</i>	<i>Faculty Preparer</i>	<i>Oct 01, 2018</i>
<b>Department Chair/Area Director:</b> <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Oct 02, 2018</i>
<b>Dean:</b> <i>Kristin Good</i>	<i>Recommend Approval</i>	<i>Oct 05, 2018</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Oct 29, 2018</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Nov 05, 2018</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Nov 06, 2018</i>