

School of Communication Studies Applied Communication Practicum

The **Applied Communication** concentration prepares students for careers as communication specialists in non-profit organizations, small businesses, and government offices. Students in this concentration have the opportunity to take not only Organizational Communication and High-Impact Public Speaking courses in Communication Studies, but also courses in such areas as website development, writing, public relations, photography and videography in the School of Journalism and Mass Communication and design courses in the School of Visual Communication Design. This is the only concentration that requires students to take courses across the entire College of Communication and Information. All students in this concentration are required to complete a professional practicum.

To be eligible to enroll in COMM 46092 Practicum in Applied Communication, students must have completed 75% of the major (i.e. either have completed or be concurrently enrolled in COMM 35864 Organizational Communication, JMC 20005 Fundamentals of Media Messages, and VCD 37000 Visual Design for Media). Completion of these courses is considered necessary for students to meet the minimum academic requirements to participate in Practicum.

Students are responsible for finding their own practicum. The position needs to include aspects of visual design (i.e., creating and/or modifying web pages and/or websites, designing letterhead and/or a company logo), journalism/mass communication (writing newsletters, press releases, some public relations duties, advertising), and communication (training, Facebook and/or electronic/social media, speech writing, event planning, human resources). The student needs to enroll for 3 hours of Practicum, which requires the student to ‘work’ a total of 150 contact hours (averaging 10 hours per week for 15 weeks). In addition to the practicum, the student will prepare an electronic portfolio.

The requirements for the portfolio are as follows:

- **Reflective Self Analysis:** the student will write an essay that reflects upon his/her individual learning experience and establishes connections between course work and any combination of: practicum, internships, life experiences, growth as a communicator, extra-curricular activities, and career choice. The analysis should be 5 to 6 pages long,

double spaces, typewritten in APA format. The analysis will be evaluated on content and form.

- Practicum Journal and Log: the student will maintain a journal and log of his/her organizational experiences. The student should make daily journal entries; these entries should reflect observations on organizational events. The journal should be typewritten. The log should contain a clear summary of contact hours and be counter-signed by the Project Director (i.e. Site Supervisor).
- Experiential Paper: the student will submit a 5 to 6 page paper based on the practicum experience. This paper should discuss how organizational theory is demonstrated in daily practice. The paper will be double spaced, typewritten in APA format. The paper will be evaluated on content and form. This will include explanations, organization, synthesis, spelling, grammar, and language precision.
- Resume and Cover Letter: the student will prepare an up-to-date resume and cover letter for inclusion in the portfolio.
- Projects: copies of experiential projects, with appropriate cover pages and explanations must be included in the portfolio.
- Meetings: the student and internship advisor will have at least one required internship meeting (more meetings may be scheduled at the discretion of the advisor). Draft documents should be available at scheduled meetings. If the student is unable to come to campus, phone meetings will be arranged.
- Evaluation Forms: the internship supervisor from the organization or agency responsible for supervising the student will be provided with evaluation forms. The evaluation is intended to reflect the student's progress and performance during the practicum experience and will be used, in part, to evaluate performance in the course. **NOTE:** the student will be evaluated twice during the practicum, mid-way through the experience and at the end.
- Portfolio: students will assemble and display their portfolio using a free, professional website such as Wix or Weebly. The website should be well designed, visually appealing, complete, and free of errors.
- Other materials may be included in the portfolio as deemed necessary by the advisor.