

COURSE OUTLINE



COURSE NAME: Magazine Practicum	COURSE NO: CMNS 400-01
TERM: Summer 2014	COURSE CREDITS: 6
INSTRUCTOR: XXX E-mail: Phone: Office:	INSTRUCTIONAL HOURS PER WEEK: 4 3 instructional hours x 7 weeks plus fourth hour activities each week, including Moodle activities, and individual meetings
OFFICE HOURS:	CLASSROOM: XXX

COURSE PREREQUISITES: Prior to or concurrently with CMNS 191, 221, 241, 351, 371

REQUIRED TEXT and OTHER RESOURCES:

Links to readings will be posted on Moodle, or hard copies distributed in class.

COURSE FORMAT:

3 contact hours per week for 7 weeks, plus a fourth hour consisting of individual meetings and Moodle homework; additional individual student meetings to discuss progress of practicum. Moodle will be used for distribution of assignment descriptions, some readings and other materials. The enrolment key for the course Moodle will be distributed in class.

COURSE OUTCOMES:

GENERAL OUTCOMES:

This course is an industry practicum arranged by the student with faculty assistance. Classroom sessions prepare the student for the practicum, and further preparation is provided in co-requisite courses. The purpose of the practicum is to give students exposure to the magazine publishing industry through work experience.

SPECIFIC STUDENT OUTCOMES:

Students will, during this course: Prepare a resume to send to potential employers; introduce themselves to potential employers and secure a practicum by e-mail correspondence, telephone and personal interviews, as required; write an analysis of the magazine chosen for the practicum. Report on a regular basis to faculty at Capilano University on issues relating to the practicum; and write a final report about the practicum experience.

ABILITIES		LEVELS*
COMMUNICATIONS	C1 Write and format business documents	1→5
	C2 Use clear and correct English	1→5
	C3 Prepare a resume to present to a client or employer	1→3
	C4 Engage in reflective writing related to career goals	1→4
	C5 Write interim reports to faculty advisor detailing ongoing workplace tasks assigned during the practicum	1→5
	C6 Write a final report to faculty advisor describing the practicum experience and detailing challenges met	
ANALYSIS AND DECISION-MAKING	A1 Analyze a magazine's content, ad-to-edit ratio, editorial voice, readership and circulation.	1→4
	A2 Research and apply for practicum opportunities in the local publishing industry	1→4
SOCIAL INTERACTION	S1 Work in pairs to develop job interview skills	1→4
	S2 Work as entry-level editorial or art department assistants, reporting to one or more editors or magazine staff members	1→4
CITIZENSHIP AND GLOBAL PERSPECTIVES	G1 Understand and employ workplace etiquette in the magazine practicum setting, including issues surrounding privacy, confidentiality and diverse corporate cultures	1→5

*See Faculty of Business – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.

EVALUATION PROFILE:

CAPabilities Assessed						
ASSESSMENT	% OF TOTAL GRADE	INDIVIDUAL /GROUP	COMMUNICATIONS	ANALYSIS AND DECISION-MAKING	SOCIAL INTERACTION	CITIZENSHIP & GLOBAL PERSPECTIVES
Resume	10%	I	C1, C2, C3, C4	A2		G1
Magazine Analysis	20%	I	C1, C2	A1		
Interim Reports to Faculty Advisor	20%	I	C1 to C5		S2	G1
Final Report to Faculty Advisor	20%	I	C1, C2, C3, C5		S2	G1
Instructor Evaluation: includes participation, professionalism	10%	I and G	C4	A2	S1, S2	G1
Evaluation of Student, submitted by Practicum Host	20%					
TOTAL	100%					

Resume (10%)

A 1- or 2-page professional resume, highlighting your magazine publishing or communications skills, intended to accompany your practicum application.

Magazine Analysis (or Organization Analysis) (20%)

A 3- to 5-page, single-spaced report, analyzing a particular magazine title where you wish to do your practicum (readership, frequency, circulation, ad-to-edit ratio, editorial voice and content).

Interim Reports to Faculty Advisor (2 @ 10% each)

Two 500-word reports detailing the progress of your practicum, including a description of job tasks and responsibilities, a summary of hours worked to date, and how you have met the challenges presented during the placement.

Final Report to Faculty Advisor (20%)

A final 500- to 1,000-word report on your practicum experience: what did you learn, how were you able to apply skills learned in the Magazine Publishing Program to your practicum, in what ways were you prepared/unprepared to accomplish the tasks given to you during your placement, and what advice would you give future interns at this placement?

Instructor Evaluation (10%)

This mark reflects your participation, attendance and professionalism. After a first absence from class, all subsequent absences will result in a two-mark deduction; late to class beyond 15 minutes will result in a one-mark deduction. Late or missed assignments will result in a one-mark deduction from your Instructor Evaluation; late assignments will also be penalized per the Operational Details below.

Evaluation of Student by Practicum Host (20%)

Administered by the faculty advisor: a written report of the student's accomplishments during the placement, with an emphasis on areas of strength and skills/capabilities that require further development or improvement.

COURSE CONTENT/SCHEDULE: Graded assignments noted in bold.

WEEK	CONTENT
1	Introductions; review of Course Outline, instructor expectations, and assignments. Introduction to course Moodle site. Online career inventory test. Reflective writing in-class exercise. Resume writing tips and techniques. Homework: Create a final draft of your resume. Read the Po Bronson chapter, "Have You Looked Under The Bed?" from <i>What Should I Do With My Life?</i>
2	Resume due today. Discussion of Po Bronson reading. How and where to research practicum placements. In-class assignment: starting a reflective journal. Entry #1: exploring your motivations for a practicum.
3	Understanding typical internship tasks, including fact checking, photo research and proofreading. In-class exercises. Readings for next class: Excerpts from <i>The Internship Bible</i> and "Intern Confidential" by Anna

WEEK	CONTENT
	Barney from <i>The New York Times</i> .
4	Discussion of readings. Interview tips and in-class exercises. Review of Magazine Analysis assignment, with in-class samples. Guest speakers: recent and past graduates of the Magazine Publishing Program discuss their practicum experiences and offer career advice.
5	How to write practicum reports and keep accurate logbooks (samples circulated in class). Incremental work to understand and practice typical tasks of magazine interns. Guest speaker: tba.
6	Magazine Analysis due today. Update on practicum placements and opportunities. In-class reflective writing exercise. Career aptitude testing. Fitting in with a corporate/editorial/organizational culture.
7	Final class. Individual meetings with the instructor to discuss practicum placements. NOTE: all students working at off-campus placements must submit to instructor completed and signed Capilano University Practicum Placement Agreement (posted on Moodle and distributed in class) before practicum begins.
End of June to mid-December	Remaining weeks during which you are expected to complete a 6- to 8-week practicum, or accrue 240 hours of publishing-related independent or freelance work that will count towards a Credit in this course. All placements and independent projects must be approved by instructor. Your first Interim Practicum Report should be emailed to the instructor with two weeks of placement start. A second Interim Report is due halfway through your placement (or at the halfway mark of accruing your 240 hours). Your Final Report is due within two weeks of completing your placement or logging your required hours.
Dec.	When Fall term final grading system opens, students in CMNS 400 will receive either a CR (Credit) or NC (No Credit) for this course. Up until this time, students remain registered in CMNS 400, and the course will appear on their student record as CON, for Continuing.

UNIVERSITY POLICIES & EMERGENCY PROCEDURES

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website. In an emergency, students are directed to the Emergency Procedures posted in every classroom.

In addition to the policies of the university, the School of Communication has the following policies governing the management of our classes and curriculum.

SCHOOL OF COMMUNICATION POLICIES

Examination and Pivotal Presentation Exemption Policy

All students are required to appear and write their scheduled Mid-Term and Final examinations, and to produce, by the assigned date, all pivotal presentations, individual and/or group, unless they meet one of the following criteria:

“Medical Exemption” will be considered, if:

Within the ten calendar days prior to a mid-term or final examination, or within ten days of a pivotal presentation, **a student falls ill or is injured.**

“**Falling ill**” is defined as being formally advised by a physician of the need to isolate oneself for the purpose of preventing communication of disease or infection to others; being advised by a physician of compromised immunity that requires isolating oneself from contact with others to prevent communication of disease or infection to themselves, or; being in a physical state of health which so compromises a student’s ability to function, physically or cognitively, during the ten days prior to the examination or presentation date.

“**Injury**”, for the purpose of Exemption, is defined as sudden, unanticipated physical harm that renders the applicant physically incapable of attending campus or, in such physical distress that the student is specifically advised by their physician to abstain from appearing at their examination or presentation. Students who are prescribed medication(s) to treat their injury and who believe that the medication(s) may be impairing their ability to successfully prepare for or write their examination or presentation may provide written evidence of their concerns as verified by their physician.

“Catastrophic Personal Loss Exemption” will be considered, if:

Events occur in the student’s life that are of such scope as to sufficiently distract a student from the examination or presentation preparation period, or from appearing at or adequately focusing on, the scheduled examination or presentation itself. This could include; loss of housing due to eviction, flood or fire; or death of an *immediate* family member*. (Defined as a sibling, parent or grandparent, child, partner or spouse, parent or step-parent, aunt, uncle, niece, or nephew and first cousins.) Immediate family member *does not include* general acquaintances.

Circumstances that may qualify as a personal loss could also include an immediate family member being diagnosed with a significantly life-altering or life-threatening illness or injury. In *all* of the above scenarios, a physician’s letter or other specifically requested documentation must be provided to satisfy the Instructor as to the validity of the claim, and must be provided within ten calendar days prior to the date of the exam or presentation. If an instructor agrees with the request for Exemption, the request for *must* be presented by the instructor to the Chair of the School of Communication for consideration and his/her approval. No request for Exemption will be considered approved by virtue of submission, and will remain as merely “under consideration” until approved or rejected by the Chair.

Any student who applies for and receives an Exemption will be assigned a Future Examination or Presentation Date: this date is non-negotiable. Failure to appear on/at the single date and time assigned by the instructor will result in an automatic “0” grade for that exam or assignment. This “0” grade may not be appealed or contested, and will not be changed.

Attendance:

Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

Cheating and Plagiarism:

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Writing Centre and is published on the University website in the University Policies page.

Penalties for Cheating and Plagiarism:

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Incomplete Grades:

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

Professional Behaviour:

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the School of Communication. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Copyright Policy:

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University website.

PROGRAM POLICIES – Capilano School of Communication

In addition to Capilano University and Faculty of Business & Professional Studies policies, the School of Communication has the following policies governing the management of our classes and curriculum.

Missed Exams and Quizzes:

Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. In the School of Communication Policies section of this outline, see "Examination & Pivotal Presentation Exemption Policy". A doctor's certificate, or other proof supporting the reason for the absence, will be required.

English Usage:

All assignments are marked for correct English usage, proofreading and formatting.

Grading Profile:

A+	90-100%	B+	77-79	C+	67-69	D	50-59
A	85-89	B	73-76	C	63-66	F	Below 50%
A-	80-84	B-	70-72	C-	60-62		

COURSE LEVEL POLICIES

In addition to Capilano University and Capilano School of Communication policies, the following policies govern the management of this class and its curriculum.

Assignments:

Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

Programmable Tools:

Please note the use of programmable items such as calculators, dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.

Additional clarification/expansion of departmental or faculty level policies at the discretion of the instructor.

**CAPILANO UNIVERSITY VISION, MISSION and GOALS****UNIVERSITY VISION**

Students are drawn to our dynamic and unique programs, passionate faculty, welcoming staff, and close-knit learning environment; graduates are independent learners, thinkers, and doers actively contributing to their communities.

UNIVERSITY MISSION STATEMENT

We are a teaching-focused university offering a wide range of programs and services that enable students to succeed in their current studies, in their ongoing education, in their chosen careers, in their lifelong pursuit of knowledge, and in their contribution as responsible citizens in a rapidly changing and diverse global community.

UNIVERSITY GOALS

Arising from the Mission statement, the Institutional Goals are broadly defined as the general areas of success that are desired for all students. From the Mission, the Institutional Goals are:

- Student success in ongoing education
- Student success in chosen career

- Student success in lifelong pursuit of knowledge
- Student success in contributing as responsible citizens in a rapidly changing and diverse global community

In order to support student success in these areas, the institution has identified seven broad learning outcomes for students in all programs.

These **institutional student learning outcomes** are:

1. Self-directed learning, awareness, and responsibility
2. Up-to-date information gathering and research skills
3. Communication skills
4. Quantitative reasoning ability
5. Group and social interaction skills
6. Creative, critical, and analytical thinking skills
7. Community/global consciousness and responsibility



FACULTY OF BUSINESS & PROFESSIONAL STUDIES

MISSION STATEMENT

To provide students with the necessary skills and abilities to be immediately effective in their employment or further studies, and to possess a sound basis for future progression in their chosen career, in the lifelong pursuit of knowledge, and in their contribution as responsible citizens in a rapidly changing and diverse global community.

OUR COMMITMENT TO SKILLS AND ABILITIES

The Faculty of Business & Professional Studies, through the delivery of this course, is committed to the development of skills so that students can perform the tasks of this discipline in an efficient and effective way. In addition, through the delivery of all courses, the Faculty is committed to the development of core ‘abilities’ that will prepare students for future career progression in a chosen field. A well-rounded graduate, in addition to being able to perform certain tasks, will have the following CAPabilities;

CAPability	Description
Communication	Selects, uses and integrates communication skills to develop informative, explanatory and persuasive presentations to a variety of audiences using oral and written communication and language, quantitative and technological literacy.
Analysis and Decision-Making	Brings a unique perspective to the analysis of organizational issues through systematic thinking and the application and adaptation of frameworks and tools that assist decision-making
Social Interaction	Uses appropriate interpersonal and group theory to deal with inter-personal, team, stakeholder and professional situations to inform, persuade and influence.
Citizenship, Sustainability and Global Perspective	Understands corporate social responsibility within organizational contexts and the social role and impacts of organizations. Understands sustainability within organizational contexts, decisions and business

	practices. Assesses the interrelationships between business models and decisions and the social and natural environments in which they operate. Integrates personal, professional and community values in a decision-making context as a member of an organization. Works effectively with interdependence and diversity by framing issues in the broader global context, understanding the social and cultural roots of business, governments and other organizations and by providing managerial support as part of a global strategy.
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OUR COMMITMENT TO ASSESSMENT AND CONSTRUCTIVE FEEDBACK

The Faculty of Business & Professional Studies is committed to providing feedback that rewards excellence and motivates personal development. We use a mixture of personal, peer and professional assessment so that students have a diverse view of their progress in skills and abilities development. It is important to use feedback to enhance the quality of learning. The assessment model is designed to give a fair reflection of the letter grade earned, as well as a road map for personal skill and ability development. For each skill and ability in the course students will be assessed as to the level of comprehension demonstrated. Grades are a function of how students have met course expectations as to those levels of comprehension.

SIX “LEVELS” of comprehension

KNOWLEDGE	
1. Recognize	Be able to identify the components of a framework or tool.
2. Define	Be able to describe the aspects of the components of the framework or tool.
APPLICATION	
3. Use	Be able to manipulate the framework or tool to cause a result.
4. Interpret Results	To understand the result of the manipulation in a meaningful way.
JUDGMENT	
5. Situational Use	To be able to identify situations where the framework or tool should be applied, and then apply the framework or tool, including using the results effectively.
6. Adaptation	To be able to creatively adapt the framework or tool such that its use will maximized in a given situation.



SCHOOL OF COMMUNICATION

MISSION STATEMENT

The mission of the School of Communication is to train students in applied communications that develop writing and speaking skills in preparation for employment and for further study. This mission supports the mission of the University to enable student success in applied studies and chosen careers.

PROGRAM OUTCOMES

Knowledge To develop students' understanding that jobs in the communications industry demand professional standards, from concept to drafting, organization, layout and editing. To

provide an overview of the range of skills and strategies required for working in corporate, community, and government communications fields.

Skill To provide opportunities for students to write to professional standards and to develop pose as a speaker in a variety of contexts

Value This program values opportunities for students to recognize that writers with general skills must adapt quickly to changing requirements.

STUDENT LEARNING OUTCOMES

Demonstrate competence in editing for spelling, grammar, format and style.

1. Write to professional standards by composing research reports, proposals, general business correspondence, media releases, brochures, and advertisements.
2. Demonstrate competence in researching primary and secondary sources to compose research reports.
3. Apply APA style to research reports.