ROSE STATE COLLEGE

Division Course Syllabus

Division: Humanities

Course Prefix and Number: MCOM 2901

Course Title: Mass Communication Capstone

Semester and Year Submitted: Spring 2014

Credit Hours: 1

Prepared by: Susan Dawson-O'Brien

Hours Per Week: Class 0, Lab 3

Course Description (as it appears in Catalog)

This course will serve as a program outcomes assessment. Students should enroll in this course during the semester they plan to graduate and will create a résumé and two portfolios of their mass communications work. Prerequisites: MCOM 1103, MCOM 1203, MCOM 1401, and MCOM 2503. Previous completion of or concurrent enrollment in MCOM 2203 and MCOM 2603.

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Copyright Date

ISBN #

Reading Level

Supplemental Materials:

(Other books, audio visual aids, etc.)

*Portable storage media (e.g. thumb drive) on which to store work

*3-ring binder or portfolio case

*CD-R or CD-RW
Outline for Remainder of Syllabus:

Rationale: This capstone course showcases the culmination of students’ media work created during their college coursework. Successful completion of this course is required before students can be granted a Mass Communication degree.

Expected Outcomes: At the end of the semester, successful students will:
1) Create a current résumé;
2) Select their best mass communication work created during their tenure at the college;
3) Professionally present the résumé and their work in a portfolio case or binder; and
4) Professionally present the résumé and their work in a digital portfolio of slides saved to a CD-rom.

Methods of Instruction: Students will meet three scheduled times in person with the professor. Each week, students will electronically send a report of their work toward completion of the course; the professor will provide feedback on their progress each week, as well as during meeting times.

Assessment (Including Critical Thinking measurements):
Students will be assessed on attendance, participation in meetings with professor, résumé assignment, and portfolios.

Grade scale: A’s are assigned for on-time, error-free, publishable/distributable work presented professionally. B’s are assigned for on-time work that has minor, easily fixable errors, is presented professionally, and could be published or distributed with minimal extra work. C’s are assigned to work that meets deadline more than 70 percent of the time, needs some revision but has potential for publication or distribution, and makes an attempt at being professionally presented. D’s are earned for work that is consistently late, has major flaws, is presented in a less-than-professional manner, and would not be appropriate for any type of publication/distribution. F’s are earned for late, error-ridden, unacceptable, and unprofessional work.

Learning Objectives:
Unit 1: Résumé
Students will create accurate, attractive, professional résumés that highlight their experience, education, and accomplishments as they best relate to mass communication careers. (Outcome 1)

Unit 2: Portfolio Case or Binder of Work
Students will select their best mass communication work from their college coursework and any outside, related activities for inclusion in a professionally presented portfolio case or binder; résumé also must be included. (Outcomes 1, 2, 3)

Unit 3: Digital Portfolio of Work
Students will select their best mass communication work from their college coursework and any outside, related activities for inclusion in a professionally presented digital slide show saved to a CD-rom; resumé also must be included. (Outcomes 1, 2, 4)