

SYLLABUS

(subject to change)

- Course:** MDAR 501 Media Arts Practicum
Fall 2007 • Uptown Campus, Mayer 200A
Thursdays, 5:45-8:25 p.m.
- Instructor:** Katherine Hart, MA, MSJ; khart@tulane.edu
Phone: 504.484.7124, Mobile: 225.802.6641
- Office Hours:** You may reach me by e-mail or phone to discuss any questions or to set up an appointment.
- Description:** In the final semester, all B.A. candidate Media Arts students are required to spend at least 100 hours working in a newsroom, agency or similar communications office. You are responsible for securing this internship, with assistance from the instructor.
- In addition to the 100-hour requirement, you are required to complete an academic portion of the class with written and oral assignments. You will keep a journal of your internship, discuss their experience during weekly class sessions, and present a final oral and written report on the internship. Class attendance is required, and you must produce a resume, cover letters and other weekly assignments.
- Objectives:** MDAR 501 is the capstone to your Media Arts studies. It will help you to launch your career and serve as a bridge between college and work or between your current career and your next. In this class, you will also:
- Build your resume, your portfolio and your network of professional contacts.
 - Sharpen your problem-solving skills through class discussion and oral and written assignments.
 - Learn strategies used in career building, including individual decision-making .
 - Learn how organizations operate and how to communicate well within them.
 - Learn how to approach, design and write effective resumes and cover letters.
 - Improve your skills in public speaking and interviewing.
 - Enhance your analytical skills through a variety of assignments.
- Texts:** There are no required texts, but you'll be given reading assignments. Your first reading assignment: This syllabus.
- Class Meetings:** Each meeting will include internship reports and a career-skills workshop covering resumes, cover letters, interviewing, workplace communications and other topics.
- Consistent attendance and participation are required, unless prior arrangements are made for an absence due to illness or a work conflict.

There is an assignment for each class. These will be explained the week before they are due and posted on the course Blackboard site. **You are required to check the Blackboard site regularly for class announcements.**

Grading: This is a Satisfactory/Unsatisfactory (Pass/Fail) class. I will base your final grade on the following:

Class attendance and participation	25%
Assignments (journal, resume, cover letters)	15%
Final presentation (oral exam)	10%
Internship and final report	50%

Plagiarism: Your internship and final project are to be yours alone. You are to represent only work accomplished by you during your internship.

Internship: Once you have secured an internship, please provide me with the contact information (including e-mail address) for your supervisor so that I can contact him or her directly.

The 100 hours is a minimum – it's OK to put in more. It is up to you and your internship supervisor to decide how you will accumulate the hours. However, each internship needs to include some professional-level experience.

At the end of the semester, your supervisor must complete and sign an evaluation sheet indicating your professional strengths and weaknesses as well as the work accomplished.

You will also receive a timesheet to keep track of the hours and tasks you complete; the timesheet needs to be filled out and signed weekly by both you and your supervisor. (You don't turn it in to me weekly, but I'll check them at midterm. You'll also include them with your final report.)

Please view this internship as a job and treat it with the same serious intent. A few guidelines to follow:

- Always be on time.
- Make arrangements with your supervisor if you need to be absent.
- Dress appropriately for the office where you are working.
- Don't hesitate to ask for help if a task is above your skill level.
- Always act in a professional manner, i.e., turn cell phones off in meetings and respect the smoking rules. Treat everyone in the office with respect.
- Come directly to me if anything you consider unethical or illegal is asked of you during your internship.
- After you are finished with the internship, write a thank-you letter to your supervisor.

Journal:

You will need to keep a journal throughout the internship, beginning with the search for an internship. The idea is to enhance the internship through in-depth analysis with an ongoing account of the experience as it is occurring. I recommend writing daily or, at least, weekly accounts.

These should be typed. The length will vary with the material, but should average at least one page per day. Although it's informal compared to your final report, it does need to be written in complete sentences and paragraphs.

I'll check the journals at midterm, and they are turned in with your final report.

The journal should include detailed description and analysis of your experience, not just the tasks performed. Topics can include the organization you're working with, your internship activities as they relate to your career goals, the skills you're developing, the supervisory style of your manager and others, responses to work situations, insights gained, whether the experience has altered or reinforced your career choice, and anything else that is relevant to your internship or your career development.

Final Project:

The final project should contain:

- **Cover page with date, your name, your contact information, and where you did internship**
- **Table of contents**
- **A 1,000-word report on your internship – A formal essay, with a thesis and clear support, on what you did, what you learned, what you are taking away from the experience**
- **Current resume**
- **Journal**
- **Work samples (if applicable)**
- **Timesheets**
- **Evaluation form signed by your internship supervisor.**

All materials should be typed on 8.5 x 11 white bond paper, one sided. Materials should be bound together in, for example, a folder or 3-ring binder. Remember that format and presentation – as well as spelling and grammar – indicate your level of professionalism.

SCHEDULE

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Aug. 30	Introductory meeting.
Sept. 6	Internship reports. The Idea Village. Finding the right job. Holland test.
Sept. 13	Internship reports. Resume overview. Due: Oral reports on career choice.
Sept. 20	Internship reports. Resume workshop. Due: First draft of resume (e-mail).
Sept. 27	Internship reports. Resume workshop.
Oct. 4	Internship reports. Communicating in organizations. Resume workshop. Due: Second draft of resume (e-mail).
Oct. 11	Internship reports. Cover letter overview. Bring jobs section from Sunday's Times-Picayune. Turn in journal and timesheets for preliminary review (bring hard copy to class)
Oct. 18	Internship reports. Cover letter workshop. Find online want ad. Due: Cover letter 1 (e-mail).
Oct. 25	Internship reports. Cover letter workshop. Informational interviews.
Nov. 1	Internship reports. Due: Cover letter 2 (e-mail).
Nov. 8	Internship reports. Cover letter workshop.
Nov. 15	Internship reports. Interviewing overview. Turn in resume and cover letters (bring hard copy to class).
Nov. 22	No class. Enjoy your Thanksgiving.
Nov. 29	Internship reports. Interviewing workshop.
Dec. 6	Final presentations. Final report due.
Dec. 13	Final presentations.