

LSC Use Only
Number: _____
Submission Date: _____
Action-Date: _____



UWUCC USE Only
Number: 02-22a
Submission Date: _____
Action-Date: UWUCC App 11/19/02
Senate App 12/3/02

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person B. Gail Wilson Phone 7-3210
Department Communications Media

II. PROPOSAL TYPE (Check All Appropriate Lines)

475 **COURSE** Senior Portfolio Presentation
Suggested 20 character title

New Course * _____
Course Number and Full Title

Course Revision COMM 475 Senior Portfolio Presentation
Course Number and Full Title

Liberal Studies Approval + _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change _____
Old Number and/or Full Old Title

_____ _____
New Number and/or Full New Title

Course or Catalog Description Change _____
Course Number and Full Title

PROGRAM: Major Minor Track

New Program * _____
Program Name

Program Revision * _____
Program Name

Program Deletion * _____
Program Name

Title Change _____
Old Program Name

_____ _____
New Program Name

III. Approvals (signatures and date)

[Signature] Department Curriculum Committee
[Signature] Department Chair
[Signature] College Curriculum Committee
[Signature] College Dean

+ Director of Liberal Studies (where applicable) *Provost (where applicable)



Rev

1. Proposed Syllabus of Record

I. Catalog Description

COMM 475 - Senior Portfolio Presentation

1 credit
1 lecture hour
0 lab hour
(1c-0l-1sh)

Prerequisites: Communications Media majors only, COMM 395

Through this course students will compile and present a series of works produced through previous Communications Media courses and activities. The result will be a portfolio suitable for presentation to a potential employer. The portfolio may include examples of student works from a variety of subject areas.

II. Course Objectives

At the conclusion of the course the students will:

- understand the process of portfolio development
- recognize the importance of using a portfolio in their career development
- be able to evaluate their work and select work for inclusion in the portfolio
- be able to present their portfolios to the instructor as if in a job interview situation
- have compiled a professional-quality portfolio for presentation to potential employers

III. Course Outline

- Overview of course/Review and discussion of portfolio requirements (2 class hours)
content/order/presentation
- Relationship of portfolio and career goals (1 class hour)
Review of individual portfolio outlines
- Designing Portfolios for Specific Communications Media Careers (3 class hours)
 - Radio
 - Television
 - Promotions
 - Photography
 - Graphics
 - Training and Development
 - Corporate Communications
- Initial review and revision of portfolios with instructor (3 class hours)
Students will meet with instructor in discipline-related groups
- In-Class Presentation of Portfolios (5 class hours)

Final examination period will be used for additional portfolio presentations

IV. Evaluation Methods

Students will be evaluated on the successful completion of the portfolio and its preparation according to the guidelines established at the start of the semester. Portfolio check-lists will be distributed and students will be required to use the checklist as it applies to their career objective. Professional presentation of the portfolio and the student's ability to meet the established deadlines in the course will also factor into the final evaluation. (See the sample portfolio check-list attached)

Final Portfolio - 50 points - 50% of final grade

Professional Presentation - 30 points - 30% of final grade

Deadlines met for initial and final review - 20 points - 20% of final grade

Grading Scale: Final grades will assigned on the following percentage scale

90-100% = A

80-89% = B

70-79% = C

60-69% = D

below 60% = F

V. Required Textbooks, supplemental books and readings

No textbooks are required.

VI. Special resource requirements

Students will be required to purchase the materials necessary to compile their portfolios, including appropriate portfolio binders.

VII. Bibliography

_____ (1992) Resumes for Communications Careers. NTC Business Books.

Barry, Ann Marie (1990) The Advertising Portfolio. NTC Business Books.

Bostaph, Charles and Roland Vendeland (2000) The Employment Portfolio. Prentice Hall, Upper Saddle River, NJ.

Farris, Linda Guess (1995) Television Careers. Buy the Book Enterprises.

Harris, Connie and Michale Henle (2001) Hired! The Job-Hunting/Career Planning Guide. Prentice Hall, Upper Saddle River, NJ.

Langley, Stephen (1986) Jobs in Arts and Media Management. Drama Book Publishers, New York

Magnasco, John and David Blakeman, (1997) From College to Career. McGraw Hill, New York, NY.

Noronha, Shonan (1993) Careers in Communications. NTC Business Books.

Reed, Maxine and Robert Reed (1992) Career Opportunities in Television, Cable and Video. Facts on File Books, New York.

Williams, Anna Grad and Karen Hall (2001) Creating Your Career Portfolio. Prentice Hall, Upper Saddle River, NJ.

Zimmerman, Caroline (1991) How to Break Into the Media Professions. Doubleday.

Course Revision Proposal

COMM 475 – Senior Portfolio Presentation

1. New Syllabus of Record – attached
2. Summary of Proposed Changes

We propose to change the prerequisite for this course to remove the requirement of having completed 24 COMM credits before enrolling in this course. The prerequisite of COMM 395 will remain. There would be no other change in the course description.

3. Justification for the revision

During the Spring 2002 registration process it was determined that the 24 credit prerequisite was prohibiting some students from being able to register for the course. COMM 475 is a requirement for graduation and the students' inability to register caused the department to do a number of course over-rides. Since COMM 395 would still be required and since the requirement for COMM 395 is 20 COMM credits, students will have completed a sufficient number of department courses to enroll in COMM 475.

4. Old Syllabus of Record – attached
5. Liberal Studies course approval form (not applicable)

Current Catalog Description

Prerequisites: Communications Media majors only, 24 COMM credits and COMM 395

Through this course students will compile and present a series of works produced through previous Communications Media courses and activities. The result will be a portfolio suitable for presentation to a potential employer. The portfolio may include examples of student works from a variety of subject areas.

Proposed Catalog Description

Prerequisites: Communications Media majors only and COMM 395

Through this course students will compile and present a series of works produced through previous Communications Media courses and activities. The result will be a portfolio suitable for presentation to a potential employer. The portfolio may include examples of student works from a variety of subject areas.

Old Syllabus of Record

I. Catalog Description

| | |
|---|----------------|
| CM 475 - Senior Portfolio Presentation | 1 credit |
| | 1 lecture hour |
| | 0 lab hour |
| | (1c-0l-1sh) |

Prerequisites: Communications Media majors only, 24 CM credits and CM 395

Through this course students will compile and present a series of works produced through previous Communications Media courses and activities. The result will be a portfolio suitable for presentation to a potential employer. The portfolio may include examples of student works from a variety of subject areas.

II. Course Objectives

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