Proposal Form For Addition And Revision Of Courses

1. Proposing College / School: College of Liberal Arts
   Department: Department of Communication and Journalism

2. Course Prefix and Number: JRNL 3110
   3. Effective Term: FALL 13

4. Course Title:
   Introduction to Applied Journalism
   Abbreviated Title (30 characters or less): Intro to Applied Journalism

5. Requested Action:
   - [ ] Renumber a Course
   - [ ] Add a Course
   - [X] Revise a Course
   Current Course Number:
   Proposed Course Number: JRNL 3110
   Type of Revision:

6. Course Credit:

<table>
<thead>
<tr>
<th>Contact/Group Hours</th>
<th>Scheduled Type</th>
<th>Weekly or Per Term Hours</th>
<th>Credit Hours</th>
<th>Anticipated Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<tr>
<td>Maximum Hours (Repeatability): 3</td>
<td></td>
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<tr>
<td>Lecture/Lab</td>
<td>Term</td>
<td>3</td>
<td>18</td>
<td></td>
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</tbody>
</table>

   Total Credit Hours: 3

7. Grading Type:
   - [ ] Regular (ABCDF)
   - [ ] Satisfactory/Unsatisfactory (S/U)
   - [ ] Audit

8. Prerequisites/Corequisites:
   Use "P." to indicate a prerequisite, "C:" to indicate a corequisite, and "P/C:" to indicate a prerequisite with concurrency.
   P., JRNL 1100, JRNL 2210 & JRNL 2310. Declared major in AGCO, COMM, JRNL, PRCM, or RTVF.

9. Restrictions: List specific restriction in space above.
   - [ ] College
   - [X] Major
   - [ ] Standing
   - [ ] Degree

10. Course Description:
(20 Words or Less; exactly as it should appear in the Bulletin)
   An introduction to how a media organization operates and provides an opportunity for students to gain practical, hands-on journalism experience.

11. May Count Either:
   - [ ] N/A
   - [ ] N/A
   (Indicate if this particular course cannot be counted for credit in addition to another)

12. Affected Program(s):
   (Respond "N/A" if not included in any program; attach memorandum if more space is required)

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Program Title</th>
<th>Requirement or Elective?</th>
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<tbody>
<tr>
<td>N/A</td>
<td></td>
<td>(required or optional?)</td>
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</tbody>
</table>

13. Overlapping or Duplication of Other Units' Offerings:
(If course is included in any other degree program, is used as an elective frequently by other unit(s), or is in an area similar to that covered by another college/school, attach correspondence with relevant unit)
   - [ ] Applicable
   - [X] Not Applicable
14. Justification:
The Accrediting Council on Education in Journalism and Mass Communications, or ACE.JMC, is the agency responsible for the evaluation of professional journalism and mass communications programs in colleges and universities. At its Aug. 24, 2012, meeting in Chicago, the Accrediting Council approved revisions proposed by the Standards Review Committee, including adjustment of 80 credit hours outside the unit requirement to a minimum of 72 credit hours outside of the unit. This allows the AU Journalism Program to add 6 additional hours to our journalism curriculum requirements. We are eliminating the 1-hour Practicum in Journalism and replacing it with a 3-hour Introduction to Applied Journalism course, which will be an elective course.

(Include a concise, yet adequate rationale for the addition/revision of the course, citing accreditation, assessments (faculty, graduate, and/or external) where applicable)

15. Resources:
No additional resources are required.

(Indicate whether existing resources such as library materials, classroom/laboratory space, and faculty appointments are adequate to support the proposed addition/revision; if additional resources are required, indicate how such needs will be met, referencing the appropriate level of authorization — i.e.: Dean — where necessary, if no additional resources or shifting of resources will be necessary, respond "Not Applicable")

16. Student Learning Outcomes:
After taking this course, students will be able to:
1. Become proficient in the fundamentals of sound journalistic writing through practical experience
2. Write news and/or feature stories on deadline for print, online and/or television news
3. Learn the importance of journalistic ethics, accuracy and fairness
4. Create professional-quality work products

(State in measurable terms (reflective of course level) what students should be able to do when they have completed this course)

17. Course Content Outline:
Textbook: The Associated Press Stylebook

The due dates for your clips/work samples to be submitted to Canvas are as follows:
WEEK 1 – Meet with instructor to go over course syllabus and learn about course requirements
WEEK 2 – Get acclimated to your workplace and obtain your first assignment
WEEK 3 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 4 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
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WEEK 13 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 14 – Clip or work sample uploaded to Canvas by Friday at 5 p.m.
WEEK 15 – Portfolio due by Friday at 5 p.m.

(Provide a comprehensive, week-by-week breakdown of course content, including assignment due dates)

18. Assignments / Projects:
1) SUBMISSION OF CLIPS/WORK SAMPLES
You will have 12 SUBMISSIONS of clips and/or work samples. The instructor will grade the submitted clip/work sample each week and provide guidance on how to improve the journalistic quality of the student's work.
The submission of the weekly clips/works samples will teach students how to report on deadline.

The clips/work samples will be graded on the following elements:
- Proficiency in the fundamentals of sound journalism
- Clips/works samples adhere to journalistic accuracy and objectivity
- Clips/works samples put into practice basic reporting skills, which can include covering a beat and writing news, features and sports stories
- Inclusion of professional interviews into the clips/works samples
- Adherence to journalistic ethics, accuracy and fairness
- The professional-quality of the work product (see evaluation criteria for letter grades)

2) PORTFOLIO: You are required to also submit a portfolio of all of your work completed for the course. The portfolio can be turned in via hard copy if your clips are in print. The portfolio may be submitted via a website (Wordpress, Weebly, Tumblr, etc.), if you have video, audio or photography clips. Discuss your final portfolio options with me sometime during the last two weeks of class.

3) FINAL REPORT: This will consist of three double-spaced, typewritten pages on your applied journalism experience. The report should describe the work accomplished in course, what you have learned from the experience and your plans to improve your journalism skills before applying to an internship. Here are some of the things you should mention in the final report: What was the experience like for you? What story assignments/projects did you feel comfortable doing? What story assignments/projects did you not feel prepared to complete? Would you recommend this applied journalism work experience to another journalism major? Why or why not.

(List all quizzes, projects, reports, activities and other components of the course grade — including a brief description of each assignment that clarifies its contribution to the course’s learning objectives)

19. Rubric and Grading Scale:

Grading Scale:
A: 90 to 100
B: 80 to 89
C: 70 to 79
D: 60 to 69
F: 59 and below

Grade:
Final grades are based on these areas:
1) 50 percent: Clips/work products that you submit via Canvas
2) 30 percent: Portfolio
3) 20 percent: Final three-page report

Evaluation criteria for letter grades:
Excellent or A
Professional quality work. An insightful, relevant, newsworthy subject. Story involves the reader in its drama, humor, ethos or pathos. Technique is flawless with perfect content, organization and mechanics. Information supporting the story is complete and accurate. Wording is precise. The writing explores the story at different levels and does not simply make the same point from different perspectives. Publishable and distinguished.

Good or B
Competent, functional story-telling. Journeyman journalism. Publishable. Clean copy that makes a significant point efficiently in support of the story. Appropriate expression of active, believable, moments that reveal a key person, place or event. Details are thorough and accurate. Writing mechanics and organizational technique are of a high order. The story is balanced.
Acceptable or C
Average, run-of-the-mill story-telling. Probably publishable, but undistinguished. Properly written, but the content is average quality that may or may not be publishable. A feature story about a person, place or event, but which offers little insight into why the subject is newsworthy. Content is adequate to identify the subject, but poorly organized. Mechanics are good. Minimally acceptable work on presentations and pop quizzes, if any.

Poor or D
Unpublishable work. A combination of flaws in conceptualizing, researching, organizing and writing render the work unsatisfactory. This is work, which with better planning and extra effort, might have been publishable. Less than acceptable work on presentations and pop quizzes, if any.

Unacceptable or F
Not publishable. Decidedly unprofessional. Weaknesses in journalistic thinking, feature writing technique, and/or professionalism have resulted in a failure on this assignment. Inaccuracies and other content errors, poor mechanics, unpublishable organization, and/or missed deadlines have reduced the assignment to failure.

0 — Project is turned in late or not at all.

(List all components of the course grade — including attendance and/or participation if relevant — with point totals for each; indicate point totals and ranges or percentages for grading scale; for S/U grading, detail performance expectations for a passing grade)

| 20. Justification for Graduate Credit: | N/A |

(Include a brief statement explaining how the course meets graduate educational standards (i.e.: rigorous standards for evaluation, development of critical thinking and analytical skills, etc.))

(Included below are standard statements regarding course policies. If necessary, a statement may be altered to reflect the academic policies of individual faculty members and/or the academic unit or department, provided that there is no conflict with the Student Policy eHandbook, Faculty Handbook, or any existing university policy.)

**POLICY STATEMENTS**

**Attendance:** Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

**Excused Absences:** Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student's immediate family, the death of a member of the student's immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips to participate in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request, and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please consult the Student Policy eHandbook for more information on excused absences.

**Make-Up Policy:** Arrangement to make up a missed major examination (e.g.: hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absence(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstances, no make-up exams will be arranged during the last three days before the final exam period begins.

**Academic Honesty Policy:** All portions of the Auburn University student academic honesty code (Title XII) found in the Student Policy eHandbook will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

**Disability Accommodations:** Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of class, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1229 Haley Center, 944-2096 (V/TT).
Approvals

Department Chair / Head

Date

College / School Curriculum Committee

Date

College / School Dean

Date

Dean of the Graduate School (for Graduate Courses)

Date

Assoc. Provost for Undergraduate Studies (for Undergraduate Courses)

Date

Contact Person: Jennifer Adams

Telephone: 844-2751

E-Mail Address: adamsj1@auburn.edu

Fax: 844-4573
INTRODUCTION TO APPLIED JOURNALISM
JRNL 3110 • Sect. 1
W • 6 p.m. to 9 p.m.
3 Credit Hours

Instructor: Professor XXXX
Office: Tichenor Hall XXX
Telephone: 844-XXX
E-mail: XXXX@auburn.edu
Office Hours: Monday & Wednesday, 1-2:30 p.m.

Prerequisites: JRNL 1100, JRNL 2210 & JRNL 2310

Textbooks: The Associated Press Stylebook

COURSE DESCRIPTION
Applied journalism is an introduction to how a media organization operates and provides an opportunity for students to gain practical, hands-on journalism experience.

COURSE OVERVIEW
Introduction to Applied Journalism is a supervised journalism experience in a professional setting. The course provides an opportunity for students to shadow media professionals, participate in a supervised journalism experience that focuses on gathering information, writing, editing, photography, design, online journalism, digital journalism, broadcast journalism, and /or sports information. Students gain work experience in the media fields of their choice by writing or producing one story a week, which will help them prepare them to apply for journalism internships. The AU Journalism Program requires all majors to complete JRNL 4920: Journalism Internship. By working at The Auburn Plainsman, Eagle Eye News, The Opelika-Auburn News, Auburn Magazine, AU Sports Information or any media outlet in the local area that meets with the instructor's approval, students will develop professional-level work products that will help them obtain a full-time internship. Students will be expected to produce publication-worthy articles, stories or other journalistic-type work products that they can use to apply for various internship opportunities. Students will submit 12 published clips/work samples to the course instructor for review. Students will be expected to meet deadlines – a fact of life in the media world.

COURSE COMPETENCIES:
After taking this course, students will be able to:
1. Become proficient in the fundamentals of sound journalistic writing through practical experience
2. Write news and/or feature stories on deadline for print, online and/or television news
3. Learn the importance of journalistic ethics, accuracy and fairness
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REGISTRATION POLICY:
Only the instructor of record can enroll students in JRNL 3110. Students must provide the instructor with a completed course contract before the start of the semester in which he/she wishes to enroll. The contract should include details of where the student plans obtain his/her media experience. A student may volunteer for several different media organizations during the semester. For example, he/she may write a story one week for The Plainsman, produce a news segment for Eagle Eye News and write a high school sports story for the Opelika-Auburn News. The work experience must meet the rigors of the class before it will be approved.

COURSE WITHDRAWAL:
Students may withdraw (with a W on transcript) until mid-semester. However, please also be aware of your professional obligations to your supervisor.

ATTENDANCE AND PROFESSIONALISM: This course is a professional journalism endeavor and I expect students to treat it as such. Regular attendance in class and at the job is a must. Missing a meeting, coming in late or any
other unprofessional conduct will not be tolerated. You must treat your supervisor with the same respect you would a professor or employer. I expect you to treat your work in this course with the upmost sense of professionalism and a commitment to pursuing the highest quality of journalism.

ABSENCES
You will be responsible for all material covered in your absence, and your assignments will still be due at their scheduled times. Each unexcused absence will result in a five-point reduction in your final grade. The AU Policy on Excused Absences is strictly followed in this course. Please refer to the Student Policy eHandbook at www.auburn.edu/studentpolicies for the details of this policy.

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PLAGIARISM POLICY
- Academic Honesty: Students are expected to behave with integrity. Academic dishonesty will not be tolerated and will be dealt with in the manner specified in the Student Academic Honesty Code found in the Student Policy eHandbook at www.auburn.edu/studentpolicies.
- All work must be original for this class. I will not accept work that has been submitted to another class.
- Fabrication of quotes or information, cheating or plagiarizing on any assignment, project or test will result in an automatic F in the course.
- Plagiarism and copyright infringements will not be tolerated and will be subject to punishment by the school.
- If you have any questions about plagiarism it is YOUR responsibility to ask me in advance of submitting assignments or projects.

COMPUTER POLICY
- Publishing assignments and projects is part of the learning so excuses (the computer crashed, the Internet is down or it worked on my computer) will not be considered an excuse. Remember to save your work ALL OF THE TIME. Computers do crash. That will not be an excuse for you to turn your work in late.

CLASSROOM BEHAVIOR POLICY
The goal of Auburn University and its faculty and students is to foster a dynamic environment of higher learning where all students develop analytical skills, learn to think critically and communicate effectively, promote inquiry, pursue knowledge, and prepare for productive careers. Behavior in the classroom that impedes teaching and learning and creates obstacles to this goal is considered disruptive and therefore subject to sanctions. The AU Classroom behavior policy is strictly followed in the course; please refer to the Student Policy eHandbook at www.auburn.edu/studentpolicies for the details of this policy.

STUDENTS WITH DISABILITIES
Students who need accommodations should arrange a meeting during the first week of classes. Come during office hours or email for an alternate time. Bring the Accommodation Memo and Instructor Verification Form to the meeting. Plan to discuss items needed in this class. If you do not have an Accommodation Memo but need special accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).

DEPARTMENT DIVERSITY STATEMENT
The Department of Communication and Journalism recognizes the importance of both reflecting and teaching diversity. Our policy is intended to be inclusive of all underrepresented and minority groups whatever their race, religion, national origin, gender, age, ability or sexual orientation.

Emergency Contingency: If normal class and/or lab activities are disrupted due to illness, emergency, or crisis situation (such as an H1N1 flu outbreak), the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials.