

ACP Seminar • COMM 160/ 261

COURSE OUTLINE

This course is a weekly series of student-organized seminars with communication industry representatives to explore communication issues, values and career opportunities. Each student will participate in the organization of one presentation and provide feedback for all other student sessions. Program business will also be conducted in some sessions.

INSTRUCTORS

Andy Bryce, Rick Caswell, Helen Pearce.

COURSE OBJECTIVES

This course:

1. Explores current industry perspectives through research and dialogue with media representatives
2. Encourages students to learn about career opportunities and to make employment contacts
3. Develops the ability to work in groups and apply organizational skills
4. Provides an opportunity to conduct necessary program business

EVALUATION

Instructors will assign a grade of S (satisfactory) or U (unsatisfactory) based on the following:

<p>1. Participation in organizing a presentation by industry representatives. These presentations will be done within an assigned group with a faculty advisor. Students will select topics with the assistance of the advisor. The mark will be based on:</p> <ul style="list-style-type: none">• Suitable interaction with the faculty advisor for the presentation.• Commitment from a suitable guest and a backup plan if guest fails to appear.• Facilitation of the session including introduction and questions.• Success of the presentation as judged by peer evaluation. <p>If the presentation is weak, students in the group will lose 5% for each of the above areas where there are serious problems. If the presentation earns 15% or less, faculty may decide insufficient work was done and assign a mark of 0 for this section.</p>	30%
<p>2. Completion and submission of a feedback form by each student for each presentation. These forms will be completed at the end of each presentation. They are intended to give feedback to the group organizing the event. The mark will be proportional to the number of forms satisfactorily completed during the</p>	30%

term.	
3. Attendance. The mark will be proportional to the number of sessions attended during the term.	30%
4. Completion and submission of an end-of-term program evaluation by 4:30 Friday during exam week.	10%
	100%

Students achieving 60% or better will be given a mark of “S”. Those achieving less than 60% will receive a “U” and will be unable to advance in the program.