

Part II, Standard 2. Curriculum and Instruction

Make the following documents available in a digital format and in the workroom during the visit:

- a complete set of syllabi for all courses offered by the unit during the current term, the immediate past regular term, and the immediate past summer and special session (including interim terms and courses offered by correspondence, online or distance education).

Executive Summary

- The Bellisario College offers five undergraduate degrees in residence: Advertising/Public Relations, Film-Video, Journalism, Media Studies and Telecommunications. It also offers two online degrees, Digital Journalism and Media as well as Strategic Communications.
- The University's requirement for bachelor of arts degrees enables the Bellisario College to comply with the 72-credit rule for students earning a B.A. Ninety-eight to 99 percent of students graduating in the last two years have complied with the rule.
- ACEJMC's 12 professional values and competencies are the foundation of the Bellisario College's annual Student Learning Assessment program. The assessment program provides the mechanism for making quality improvement in the curricula.
- The Bellisario College's faculty stay up to date with the digital media competencies needed by students. The departments consult with professionals when creating new courses and revising their curricula.
- Department heads work with the faculty to ensure there is consistency in courses with multiple sections, including similar readings, assignments, learning modules, classroom activities, and final projects.
- The Office of Internships and Career Placement carefully selects internship sites and monitors the work of students to ensure they are having a worthwhile internship experience.

Please respond to each of the following instructions:

1. Use the following format to provide an outline of the curriculum required for the major and for each of the unit's specializations. Add lines for courses and categories as needed. (Please see example provided separately with this template.)

The College offers five undergraduate degrees in residence: Advertising/Public Relations, Film-Video, Journalism, Media Studies and Telecommunications. The College also offers two online degrees: Digital Journalism and Media (not being renewed for accreditation) as well as Strategic Communications.

Students who are accepted into the College in their first year are designated as “Comm Status.” Students must have a 2.0 cumulative grade point average after taking 30 credits in order to be accepted into the Journalism, Media Studies or Telecommunications majors. The Advertising-Public Relations and Film-Video majors have additional entrance requirements. Students may take the College’s 100- and 200-level introductory courses before they are officially accepted into the major.

Advertising/Public Relations

The Advertising/Public Relations major is designed to provide a balance of theory, research, and practice. Students develop an understanding of the role and effect of advertising and public relations within the business, social, and political arenas. They develop abilities and skills that prepare them for a wide range of professional opportunities. There are two options for students in residence: Advertising and Public Relations.

The Advertising option emphasizes the critical importance of integrated communication. The curriculum prepares students for entry-level opportunities in the advertising profession and for eventual managerial roles where an understanding of integrated communication concepts is essential.

- The Public Relations option prepares students for the challenges of public relations practice in a highly competitive, technological, multicultural, and global environment. Students study the role and function of public relations in building cooperative mutually beneficial relations between organizations and their constituent publics through understanding, credibility, and trust.
- The Strategic Communications option, for students enrolled in Penn State’s World Campus, explores the theories, methods, and tools used to structure persuasive messages. The option provides an overview of strategic communications principles that sets the stage for more advanced studies. Students learn about research and analytic techniques used to design effective communication campaigns. As of Summer 2018 the option has been transitioned into a major.

Number of hours/units required for graduation: 120

Number of hours/units required for major degree: 35 (25 college credits / 10 outside credits)

Prescribed Courses (18 credits)

Advertising Option

COMM 160 Basic News Writing Skills, 1 credit

COMM 320 Introduction to Advertising, 3 credits

COMM 420 Research Methods in Advertising & Public Relations, 3 credits

COMM 421 Advertising Creative Strategies, 3 credits

COMM 422 Advertising Media Planning, 3 credits

COMM 424, Advertising Campaigns, 3 credits

Public Relations Option

COMM 160 Basic News Writing Skills, 1 credit

COMM 260W News Writing and Reporting, 3 credits

COMM 370 Public Relations, 3 credits

COMM 420 Research Methods in Advertising and Public Relations, 3 credits

COMM 471 Public Relations Media and Methods, 3 credits

COMM 473 Public Relations Campaigns, 3 credits

Students in both options are also required to take ECON 102 Introductory Microeconomic Analysis and Policy, 3 credits; PSYC 100 Introductory Psychology, 3 credits; and STAT 200 Elementary Statistics, 4 credits

Additional Courses (6 credits)

Advertising Option (Partial list)

COMM 370 Public Relations, 3 credits

COMM 373 Crisis Communications in Public Relations, 3 credits

COMM 410 International Mass Communications, 3 credits

COMM 417 Ethics and Regulation in Advertising and Public Relations, 3 credits

COMM 425 Advanced Advertising Campaigns, 3 credits

COMM 426 International and Intercultural Strategic Communication, 3 credits

COMM 427 Client/Agency Relations, 3 credits

Public Relations Option (Partial list)

COMM 320 Introduction to Advertising, 3 credits

COMM 373 Crisis Communications in Public Relations, 3 credits

COMM 410 International Mass Communications, 3 credits

COMM 417 Ethics and Regulation in Advertising and Public Relations, 3 credits

COMM 426 International and Intercultural Strategic Communication, 3 credits

COMM 427 Client/Agency Relations, 3 credits

COMM 462 Feature Writing, 3 credits

Strategic Communications Option

Prescribed Courses (28 credits)

COMM 160 Basic News Writing Skills, 1 credit

COMM 230 Writing for Media, 3 credits

COMM 428A Principles of Strategic Communications, 3 credits

COMM 428B Strategic Communications Law, 3 credits

COMM 428C Strategic Communications in a Global Environment, 3 credits

COMM 428D Research & Analytics, 3 credits

COMM 428E Social Media Strategies, 3 credits

Students are also required to take ECON 102 Introductory Microeconomic Analysis and Policy, 3 credit; PSYC 100 Introductory Psychology, 3 credits, and STAT 200 Elementary Statistics, 4 credits

Additional Courses (Partial list) (6 credits)

CC 401 Internal Communication, 3 credits

CC 402 External Communication, 3 credits

COMM 403 Mass Communication Law, 3 credits

COMM 409 News Media Ethics, 3 credits

COMM 412 Sports, Media & Society, 3 credits

COMM 419 World Media Systems, 3 credits

Film-Video

The Film-Video major serves students who wish to pursue careers in film, television, or related industries, as well as students planning to continue work in film and video at the graduate level. It provides an integrated curriculum in which historical, critical and theoretical studies parallel the teaching of production and aesthetics. Students have the flexibility to pursue an area of emphasis at the advanced level (narrative, alternative or documentary production), along with the opportunity to have a more focused experience on key production roles such as directing and cinematography.

Number of hours/units required for graduation: 120

Number of hours/units required for major degree: 33

Prescribed Courses (15 credits)

COMM 150 The Art of the Cinema, 3 credits

COMM 250/333 Film History and Theory/ Film History for Filmmakers I: The Development of the Cinema to 1960, 3 credits

COMM 242 Basic Video/Filmmaking, 3 credits

COMM 340 Intermediate Cinematography and Editing Techniques, 3 credits

COMM 342 Idea Development and Media Writing, 3 credits

Additional Courses (Partial list) (18 credits)

COMM 337 Intermediate Documentary Production, 3 credits

COMM 338 Intermediate Narrative Production, 3 credits

COMM 339 Intermediate Alternative Production, 3 credits

COMM 346 Writing for the Screen I, 3 credits

COMM 437 Advanced Documentary Production, 3 credits

COMM 438 Advanced Narrative Production, 3 credits

COMM 439 Advanced Alternative Production, 3 credits

COMM 446 Writing for the Screen II, 3 credits

Journalism

The Journalism major provides students with the critical thinking, professional, ethical, and legal skills that will enable them to enter positions in all areas of journalism. There are three options; students can choose an option or combine them. Students in the Journalism major also must take a University-approved minor of 18 credits outside the College.

- The Broadcast option is designed for students interested in radio, television, and/or multimedia journalism as a reporter, editor, or producer. Students are trained in the techniques of audio/video and online reporting and editing.
- The Digital and Print-Online option is designed for students interested in newspaper, magazine and/or multimedia journalism as a reporter, editor, or producer. Students are trained in the techniques of print and online reporting and editing.
- The Photojournalism option is designed for students interested in photo and/or multimedia journalism as a photographer, editor or producer. Students are trained in the techniques of still/video photography and editing.

Number of hours/units required for graduation: 120

Number of hours/units required for major degree: 31

Prescribed Courses (19 credits)

All

COMM 160 Basic News Writing Skills, 1 credit

COMM 260W News Writing and Reporting, 3 credits

COMM 271 Multimedia Journalism, 3 credits

COMM 403 Law of Mass Communications, 3 credits

COMM 409 News Media Ethics, 3 credits

Broadcast Option

COMM 360 Radio Reporting, 3 credits

COMM 465 Television Reporting, 3 credits

Digital/Print Option

COMM 460 Reporting Methods, 3 credits

COMM 467 News Editing and Evaluation, 3 credits

Photo Option

COMM 269 Photojournalism, 3 credits

COMM 469 Photography for the Mass Media, 3 credits

Additional Courses (Partial list) (12 credits)

COMM 401 Mass Media in History, 3 credits

COMM 402 International Reporting, 3 credits

COMM 410 International Mass Communications, 3 credits

COMM 461 Magazine Writing, 3 credits

COMM 462 Feature Writing, 3 credits

COMM 475 Issues for Newsroom Managers, 3 credits

COMM 481 Advanced Multimedia Production, 3 credits

Media Studies

The Media Studies major is designed for students who want to study the role and impact of the media on society in a theory-based, research-driven major, housed in a professionally oriented environment. Students explore the relationships between media and the public, analyze media messages and technologies, and examine their effects on individuals and cultures. They can also take professional courses and complete internships. Students choose one of four options:

- The Film & Television Studies option is designed for students interested in studying the art, history, and criticism of film and television. It merges aesthetics and social sciences and is appropriate for those seeking a more theoretical/critical approach to the study of film and video.
- The International Communications option is designed for students who want to study the mass media systems of the world and their role in international affairs. It offers students an opportunity to enhance their occupational opportunities in international business, organizations, or government and to be better prepared to participate in the world community.
- The Media Effects option focuses on the social and psychological effects of media messages and technologies. Students progress through a general introduction to

problems and issues to courses that emphasize more theoretical approaches and advanced applications.

- The Society and Culture option allows students to tailor a program of courses to meet their individual interest in a coherent theme in media studies. Examples of themes include, but are not limited to, communication and the environment, communication and health campaigns, sports and the media, minorities and the media, and gender and the media.

Number of hours/units required for graduation: 120

Number of hours/units required for major degree: 36-45 (27-36 college credits based on option / 3-9 outside credits based on option)

Prescribed Courses (15 credits)

COMM 100 The Mass Media and Society, 3 credits

COMM 304 Mass Communication Research, 3 credits

COMM 405 Political Economy of Communications, 3 credits

COMM 411 Cultural Aspects of the Mass Media, 3 credits

COMM 413 The Mass Media and the Public, 3 credits

Film & Television Studies Option

COMM 150 The Art of the Cinema, 3 credits

COMM 242 Basic Video/Filmmaking, 3 credits

COMM 250 Film History and Theory, 3 credits

International Communications Option

COMM 110 Media and Democracy, 3 credits

COMM 410 International Mass Communications, 3 credits

COMM 419 World Media Systems, 3 credits

Media Effects Option

COMM 118 Introduction to Media Effects, 3 credits

COMM 418 Media Effects: Theory and Research, 3 credits

PSYCH 100 Introductory Psychology, 3 credits

Society & Culture Option

COMM 110 Media and Democracy, 3 credits

COMM 118 Introduction to Media Effects, 3 credits

COMM 150 The Art of the Cinema, 3 credits

COMM 205 Gender, Diversity and the Media, 3 credits

Additional Courses Media Studies (Partial list) (21-30 credits)

COMM 170 Introduction to the Sports Industry, 3 credits

COMM 180 Survey of Electronic Media and Telecommunications, 3 credits

COMM 409 News Media Ethics, 3 credits

COMM 412 Sports, Media and Society, 3 credits

COMM 451 Topics in American Film, 3 credits

COMM 452 Topics in International Cinema, 3 credits

COMM 453 Narrative Theory: Film and Literature, 3 credits

COMM 454 Documentary in Film and Television, 3 credits

COMM 455 Advanced Film Theory and Criticism, 3 credits

Telecommunications

The Telecommunications major prepares students for leadership roles in the electronic communication and information industries. The program stresses the social, cultural and economic impact of electronic media, including radio, television, videogames, telephones and the Internet. Students can choose an emphasis in programming and production, management and entrepreneurship, law and policy.

Number of hours/units required for graduation: 120

Number of hours/units required for major degree: 34-35 (31 college credits / 3-4 outside credits)

Prescribed Courses (10 credits)

COMM 160 Basic News Writing Skills, 1 credit

COMM 180 Survey of Electronic Media and Telecommunications, 3 credits

COMM 280 Introduction to Telecommunications Technologies, 3 credits

COMM 380 Telecommunications Management, 3 credits

Additional Courses (24-25)

Economics/Statistics (3-4 credits)

ECON 014 Principles of Economics, 3 credits

ECON 102 Introductory Microeconomic Analysis and Policy, 3 credits

SCM 200 Introduction to Statistics for Business, 4 credits

STAT 200 Elementary Statistics, 4 credits

Professional Courses (12 credits) (Partial list)

COMM 282 Television Field Production, 3 credits

COMM 283 Television Studio Production, 3 credits

COMM 310 Digital Media Metrics, 3 credits

COMM 383 Advanced Production, 3 credits

COMM 385 Media Programming Strategies, 3 credits

COMM 479 Telecommunications Economics, 3 credits

COMM 483 Wireless Communications Industry, 3 credits

COMM 484 Emerging Telecommunications Technologies, 3 credits

COMM 493 Entrepreneurship in the Information Age, 3 credits

Social Aspects (3 credits) (Partial List)

COMM 110 Media and Democracy, 3 credits

COMM 205 Women, Minorities and the Media, 3 credits

COMM 410 International Mass Communications, 3 credits

COMM 411 Cultural Aspects of Media, 3 credits

COMM 412 Sports, Media and Society, 3 credits

Law (3 credits)

COMM 403 Law of Mass Communications, 3 credits

COMM 404 Telecommunications Law, 3 credits

COMM 492 Internet Law and Policy, 3 credits

Capstone (3 credits)

COMM 486 Telecommunications Ethics, 3 credits

COMM 487 Advanced Telecommunications Management and Leadership, 3 credits

COMM 489 Advanced Telecommunications Topics, 3 credits

2. Explain how requirements for the major do not exceed the maximum credit hours allowable under the 72-credit hour rule and how students comply with the minimum of 72 hours they must take outside journalism and mass communications. If a minor is required, include these details.

The University's requirement for bachelor of arts degrees enables the College to meet the 72-credit rule for students earning a B.A. Credit requirements are divided into categories including general education, bachelor of arts, elective and major. Each of the five majors have credit hours in communications that range from 25-36 credits of the 120 credits needed to earn the degree. With this range in mind, students are typically earning 84-95 credits that count in general education and elective credit areas, while also counting toward minor and concurrent major in other disciplines.

Journalism is the only major in the College requiring a minor. Students are notified early in the advising process about the minor requirement. Most minors at the University are 18 credits and these minor credits, with good planning, fit into the 120 credits needed to graduate while also complying with the 72-credit rule.

The College works diligently to make sure it complies with the 72-credit rule. In 2016, the College was 99 percent compliant (865 out of 874 graduates); in 2017 it was 98 percent compliant (863 out of 878 graduates).

Most of the 24 students not in compliance brought in communications credits from another college or university that were not immediately identified as communications credits because the University was overhauling its transfer credit process. Other students not in compliance opted late in their program to add the new Digital Media Trends and Analytics minor that requires 12-15 credits in communications, of which only six credits can count in the major. The advising office is working to inform students about this new minor and how to sequence courses to assure compliance with the 72-credit rule.

3. Describe how the core and required courses instruct majors in all of ACEJMC's 12 professional values and competencies with a balance of theoretical and conceptual courses and skills courses.

The 12 professional values and competencies are the foundation of the College's annual Student Learning Assessment program. As such, the faculty in each department have identified specific [courses](#) in which each value and competency is emphasized in the majors. To assure student learning, the assessment program provides the mechanism for measuring goal attainment and quality improvement in curricula. See Standard 9 and the [College's Student Learning Assessment plan](#).

4. Explain how instruction, whether on-site or online, responds to professional expectations of current digital, technological and multimedia competencies.

Faculty members regularly attend workshops and visit media organizations to ensure that instruction is current in order to keep up with digital, technological and multimedia skills required of graduates. As a result, the departments have revised courses to incorporate current technology or developed new courses. The new courses include: COMM 310 Digital Media Metrics, COMM 264 Data Visualization, COMM 372 Digital Public Relations, and COMM 450 Search Engine Marketing.

The College recently launched a new Digital Media Trends and Analytics minor with courses on new practices and trends in digital media, advertising, marketing and public relations. The minor provides an option for students who want to specialize in a fast-growing sector of the communications industry. Completion of the minor also prepares students to pass certification tests related to analytics, social media, and digital media sales and marketing.

In hiring new faculty members, departments often require that candidates have recent and relevant professional experience with digital media. For example, the Advertising and Public Relations faculty recently hired the University's director of social media.

5. Explain how the accredited unit ensures consistency in learning objectives, workload and standards in courses with multiple sections.

The department heads work with their faculty to ensure that there is consistency in courses with multiple sections. Common practices include adopting identical or similar readings, assignments, learning modules, classroom activities, and final projects. Whenever feasible, wording of learning objectives and portions of the syllabus are identical.

With Penn State's system of campuses spread across the Commonwealth, historically it has been a challenge to coordinate course sections taught at distant campuses. However,

advances in online teaching and learning have made it possible to ensure total uniformity in one required course for journalism, advertising, public relations and telecommunications majors: COMM 160 Basic News Writing Skills. The College developed the course for online learning and now merges sections at as many as a dozen Penn State campuses into a single online course.

COMM 260W News Writing and Reporting, the College's course with the most number of sections, is now "flipped." A faculty member who has taught the course for many years created the online lecture portion of the course. Individual faculty teach the small face-to-face sections where students practice writing in class and receive individual instruction.

6. Describe the methods used to select sites for internships for credit in the major; to supervise internship and work experience programs; to evaluate and grade students' performance in these programs; and to award credit for internships or work experiences. In a digital format, provide the unit's internship policy, questionnaires and other instruments used to monitor and evaluate internships and work experiences. Provide examples of recent internship sites.

Methods used to select internship sites

The College's Office of Internships and Career Placement maintains a bank of about 3,900 registered internship sites. The list of registered sites includes paid and non-paid opportunities. The majority of unpaid opportunities require that students take the internship for college credit. The office's staff is constantly looking for exceptional internship sites to add to the bank.

Supervisors at new internship sites must complete an [Internship Prospect Information form](#). The form is then reviewed by the College's Office of Internships and Career Placement. The internship sites are usually also reviewed with supervisors by phone. Internship locations are reviewed to meet the following criteria:

- Does the internship location match the skill set and course work of the student?
- Does the internship match the interests of the student and what the College perceives as a relevant communications opportunity?
- Is there an internship supervisor overseeing the work of the student?
- Is the supervisor a professional within the specific industry? Is he or she providing the proper support needed to help students grow professionally?
- Will the internship provide students with the opportunity to gain practical skills and tangible hands-on experience within the specific area of communications?

If the answer is yes to all of the above questions, the internship opportunity and location is added to the list. Should the internship site fail to provide any of the above criteria at the conclusion of the internship experience, the internship site is put on notice. Failure by the internship site to correct the deficiencies in future internship experiences results in the internship being dropped from the College's program.

Students are able to take any of the listed internships for credit, regardless of whether the internship location may require the student to receive academic credit or if it is a paid internship opportunity. The list of registered internships includes paid and non-paid opportunities. The majority of unpaid opportunities require students to take the internship for college credit.

When an internship is offered as an unpaid opportunity, we recommend that the internship location require credit, primarily for two reasons. The first reason is so students can fulfill up to six credits toward their degree (three credits toward their professional course section and three credits toward elective credits). The second reason is to meet the Department of Labor's "primary beneficiary" test of the internship, providing clarity that the internship is tied to the intern's formal education program by integrated coursework and the receipt of academic credit.

Supervision of the internship program

Students who want to do an internship for academic credit must complete an [application](#) and submit it for approval to the Office of Internships and Career Placement. Next, students must meet the specific pre-requisite course requirement(s) for their respective major. Each student must have received a grade of C or better in the prerequisite course requirement(s) before obtaining an internship. The prerequisite course(s) can be waived if the student has performed well in a related experience prior to the internship for credit. (For example, if the student writes for the Daily Collegian, but has not taken the prerequisite course required to do an internship in journalism, the office often will waive the prerequisite course.)

After students have been approved for credit, they may pursue internship opportunities. Students can pursue only for-credit internships that match their skill set, experience and background and have been approved as registered internship-for-credit locations. Once approved, the student is required to schedule the College's internship for-credit course, COMM 495. Students then gain access to the [internship packet](#) through the Canvas course management system.

The assistant dean and manager of internships carefully review the final critique written by each student at the conclusion of their internship. Staff members also review the weekly journals written by each student. Students are encouraged to write a list of four or five goals he or she would like to achieve from the internship and then share these goals with their supervisor prior to the outset of the internship experience. Conversely, students are encouraged to make sure that they are aware of their supervisors' expectations before they accept the internship. Each student's critique provides insight into how effective the internship was in helping the student gain relevant experience, enhance his or her communication skills and develop a career focus. The critique addresses the following:

- How satisfied the student was with the internship experience.
- Should the internship experience be for a first, second or third-time intern?
- The strengths and weaknesses of the experience, including advice for future interns.
- How the internship affected the student's career goals.
- How the internship relates to or supplements what the student had learned in his or her course work.

An online mid-term evaluation of the internship experience by both the [student](#) and the internship location [supervisor](#) is required and is part of the overall grade. The purpose of this evaluation is to provide feedback from both parties that may allow the Office of Internships and Career Placement to rectify any shortcomings or issues regarding the internship experience. This allows timely recommendations to either the student or the internship location to assure a positive outcome.

Evaluation and grading of student performance

Students must meet the following criteria to be eligible to receive a grade in COMM 495:

- Complete a minimum of 67 hours of work for each credit hour.
- Keep weekly journals that are due at the end of the experience.
- Submit an on-line midterm evaluation of the internship experience.
- Turn in a final critique discussing the value of the internship.
- Submit the Supervisor Evaluation completed at the end of the internship. In addition to an overall evaluation, each supervisor is asked to evaluate student performance based on several criteria, including job knowledge, interpersonal relations, attitude,

initiative, resourcefulness and communication skills. Each student is assigned a letter grade by the supervisor.

Final grades are determined by the following: Journals (30%), Critique (20%), Supervisor Evaluation (40%), Director's Evaluation (10%), Total 100%.

Recent internship sites (Summer 2018)

MLB.com

Allied Integrated Marketing

Atlantic Records

Pittsburgh Post-Gazette

Mammoth Advertising

The Ellen Degeneres Show

Style Girlfriend

Philadelphia Eagles

NY1 News

Show Shop TV

North Six

WJLA, ABC 7 (Washington, D.C.)

Beasley Media Group

Pennsylvania Cable Network

Marathon Digital

Brooklyn Sports and Entertainment

Chapter 2 Agency

National Geographic

Part 2 Pictures

Gotham Group

State Representative Frank Farry

Tampa Bay Lightning

WPVI, ABC 6 (Philadelphia)

ELR Media

Fat Camp Films

Smithsonian Institute National Air and Space Museum

Philadelphia Magazine

NBC Sports Bay Area, California
ABC National TV Sales
Pittsburgh Film Office
WTXF, Fox 29 (Philadelphia)
Thermo Fisher Scientific
Center City Film and Video
China Daily
Woods & Company
Ronin Advertising Group
Westwood One Radio Sports
Anatomy Media
Boston Children's Hospital
Coburn Communications
Frito-Lay
13WHAM (Rochester, NY)
Live Nation
Washington Redskins