

**City University of Hong Kong**

**Information on a Course**  
offered by Department of Media and Communication  
with effect from Semester A in 2012 / 2013

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**Part I**

<b>Course Title:</b>	Professional Internship
<b>Course Code:</b>	COM 5604
<b>Course Duration:</b>	Two semesters
<b>Credit Units:</b>	3
<b>Level:</b>	P5
<b>Medium of Instruction:</b>	The on-campus medium of instruction is English, while the medium of instruction in the workplace will depend on the specific requirement by the host organizations. The medium of assessment is English.
<b>Prerequisites:</b>	Nil
<b>Precursors:</b>	Nil
<b>Equivalent Courses:</b>	Nil
<b>Exclusive Courses:</b>	Nil

**Part II**

**Course Aims**

This course aims to provide students with opportunities to put their knowledge and skills into practice and to discover innovative means in media communication and gain on-the-job experience in an internship. Students will have hands-on experiences in innovative productions of news, advertising, and/or public relations products. They will develop knowledge and innovative abilities in the media and communication industry and gain practical understanding of the operations of the organization that they serve.

**Course Intended Learning Outcomes (CILOs)**

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
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1.	Apply their knowledge and skills in a work setting	
2.	Undertake tasks by own initiatives that contribute to the operation of the organization	
3.	Communicate effectively in both oral and written forms	
4.	Discover innovative communication means and present themselves effectively in applications for future employment by acquiring work experiences	

### Teaching and Learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	TLAs	Hours/week (if applicable)
CILO 1-4	Students will participate in an internship in an organization for 8-10 weeks. The recipient organization will assign a supervisor to the intern, who assists with duties such as press conference, media planning, client contacts, editorial work, data collection and analysis, etc.	
CILO 1&4	Internship portfolio: the intern is required to put together in an internship portfolio with an analysis of what has been done, and what aspects of knowledge and skills have been put into application.	

### Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
CILO 1-4	Internship portfolio	60%	
CILO 2-3	Evaluation by the supervisor of the recipient organization	40%	

### Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Letter Grade	Grade Point	Grade Definitions	
A+	4.3	Excellent:	Strong evidence of excellent ability in applying their knowledge and skills in the work setting; take initiatives; good judgment in carrying out assigned duties; communicate well in written and oral forms; demonstrate a high degree of employability; demonstrate abilities to discover and develop innovative communication ideas and means
A	4.0		
A-	3.7		

B+	3.3	Good:	Evidence of adequate application of their knowledge and skills in the work setting; performance up to an acceptable standard set by the organization; satisfactory communication skills; some abilities to discover and develop innovative communication ideas and means, employable
B	3.0		
B-	2.7		
C+	2.3	Adequate:	Evidence of basic ability to undertake assigned tasks under supervision; fair in communication; a passive learner and worker
C	2.0		
C-	1.7		
D	1.0	Marginal:	Able to undertake a limited range of tasks; do not take initiatives
F	0.0	Failure:	Little evidence of applying knowledge and skills in a work setting; unable to complete assigned tasks; lack work ethic

### **Part III**

#### **Keyword Syllabus**

Internship, news production, advertising industry, public relations, media industry, employability