The Agency
AT CARDINAL MEDIA

Journ 179
Student Media & Agency Practicum Syllabus

This course is designed to help each student develop their professional competencies. Experiential learning, such as that provided via The Agency at Cardinal Media, gives students opportunities to learn to become effective in their area of interest through observations and practice in a professional setting. These experiences are designed to augment the knowledge, skills and dispositions gained in the classroom by requiring regular engagement in on-site, in-person activities in a professional setting at one of three divisions at The McKinley Avenue Agency.

DIVISIONS
• **Creative Services:** Graphic design, multimedia, and social media for both internal and external clients
• **Media Sales & Business Development:** Advertising sales, account management, analytics and client research, development and communication
• **Public Relations:** Strategic communication plans, press releases, email communication, sponsored content development, event planning and management, social media for internal and external clients.

Course objectives
To apply and enhance skills learned in the classroom in a professional agency setting.

INSTRUCTOR
• Betsy Meyer, Professional Advisor /Director
• Office: AJ 24C
• Phone: 765-285-1200
• Email: ecmeyer@bsu.edu

CLASS DETAILS
Time: Varied between 9 a.m.-5 p.m., Mon.-Fri.
Place: AJ 247

OFFICE HOURS
Monday-Friday 9 a.m.-2 p.m.; preferrably by appointment

TEXTBOOK INFO
AP Stylebook

ATTENDANCE POLICY
• Students must fulfull the 4-hours per week for each credit policy
• If a student must miss an assigned work shift in the agency, they must make up those hours or assigned work through prior arrangments with their division director.

WITHDRAWAL DATE
Students may withdraw from courses from the start date of the course through 60% of the scheduled duration of the course. Specific calendar dates may be viewed on the website at bsu.edu/registrar.

GRADING SCALE
This course is a credit/no-credit course. Four (4) hours of work per week are required per each one (1) credit. Successful completion of the work outlined in the practicum agreement will result in a designation of credit at the end of the term. Failure to complete the work outlined in the practicum agreement will result in no credit for the course. Plagiarism will result in an automatic no credit for the course and the student will be subject
to university disciplinary action.

CALENDAR
As this is a practicum and not a typical college course with students all working different hours and days and in different divisions with varying workloads and expectations depending on their field of study, there is no set calendar for the class.

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• Students in will be assigned a work scheduled and division. They will meet with their division directors and be scheduled for and complete agency training.
• Students will begin producing work in their assigned division.
• Each Friday, students will copy their daily checkout from the agency Slack daily checkouts channel in to the Weekly Work Log Discussion board in Canvas. They will also upload PDFs of any completed, approved and published work from the previous week.
• Once per month, they will schedule a meeting with Betsy to discuss performance and work completed toward class credit.

ACEJMC Core Values & Competencies

The School of Journalism and Strategic Communication identifies EMDD 323 as substantially aligning with the following Core Values and Competencies defined by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC):

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located
- Diversity Understanding: demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and service to all people and communities.
- Present images and information effectively and creatively, using appropriate tools and technologies
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Ethical Understanding: demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communications professions in which they work

Attendance

Punctual attendance is expected and required in this course. Through your enrollment, you have thus contracted to be here, and I expect you to accept and fulfill that responsibility. Points are given for attendance.

Absences for University Activities: The University expects its units and programs that take students away from class meetings to schedule such events in a way that will minimize hindrance of orderly completion of course requirements. Such units must provide a written statement to the students describing the activity and stating as precisely as possible the dates of the required absence. The involved students must deliver this documentation to the instructor preferably before the absence, but in no event, later than one week after the absence.

Writing Statement

The School of Journalism and Strategic Communication regards writing proficiency as essential to the satisfactory completion of all journalism courses. Therefore, school instructors must monitor writing performance and language usage proficiency in all journalism courses. Student grades must reflect both criteria. This means you will be graded on your spelling, punctuation and sentence structure.

Professional in Residence

The School of Journalism and Strategic Communication may provide virtual professional development and networking seminars each semester to provide industry insight and encouragement for our student majors. These events provide an opportunity for you to connect classroom instruction with current professional practices. They also help expand your professional network. The school may offer in person and/or Zoom presentations.

Plagiarism

Rules and repercussions that concern plagiarism and other forms of academic dishonesty will be rigidly applied in this course.

These rules specify that any work you hand in during this course must be your own unless the work results from a collaborative group effort. To further qualify the phrase "must be your own" from the prior sentence, plagiarism includes but is not limited to:

- Representing the words, ideas or data of another as your own;
- Fabricating or falsifying material from a source or citation;
- Copying the work of another student or having somebody else generate your work;
- Intentionally helping or attempting to help another student commit an act of plagiarism.

Please consult me or the Student Academic Ethics Policy for more information.

Add/Drop or Withdrawal

According to Ball State University policy, registration matters and/or withdrawal from a course remains your responsibility. Dropping or withdrawing from the course may affect your financial aid. Please visit the Scheduling & Registration web page for additional information.

Academic Integrity

Plagiarism: Rules and repercussions that concern plagiarism and other forms of academic dishonesty will be rigidly applied in this course.

These rules specify that any work you hand in during this course must be your own unless the work results from a collaborative group effort. To further qualify the phrase "must be your own" from the prior sentence, plagiarism includes but is not limited to:

- Representing the words, ideas or data of another as your own;
- Fabricating or falsifying material from a source or citation;
- Copying the work of another student or having somebody else generate your work;
- Intentionally helping or attempting to help another student commit an act of plagiarism.

*Please note that plagiarism is *not* the only form of academic dishonesty. You're strongly encouraged to read the Student Academic Ethics Policy for more information.*

Grade Disputes

A student who wishes to dispute a final course grade must first try to resolve the matter with me. Per university protocol, I must have your request in writing. I have five business days to respond to you, and if we ultimately cannot resolve the issue, then the student may dispute the grade — again, in writing — with the department chair. The student must provide a substantive "supporting argument." Please view Section 6.7 of the Student Rights and Community Standards Code for supplemental information.

Diversity Statement

We are committed to ensuring that all members of the community are welcome, through valuing the various experiences and worldviews represented at Ball State and among those we serve. We promote a culture of respect and civil discourse.

See here: https://www.bsu.edu/about/administrativeoffices/vice-provost/faculty-services/syllabus-resources#accordion_requiredstatements

Access and Opportunity for Students with Disabilities

If you need course adaptations or accommodations because of a disability, please contact me as soon as possible. Ball State's Disability Services office coordinates services for students with disabilities; documentation of a disability needs to be on file in that office before any accommodations can be provided. Disability Services can be contacted at 765-285-5293 or dsd@bsu.edu.

Learning Center

The Learning Center offers online and in-person appointment-based tutoring, drop-in tutoring at satellite locations, Supplemental Instruction, and testing accommodations for students with disabilities.

Students can make their own tutoring appointments using Navigate. Simply go to my.bsu.edu and click on "Navigate." You can also download the "Navigate Student" app for Apple or Google Play, or visit https://bsu.navigate.eab.com.

Students can begin making appointments on Thursday, August 25th. All tutoring sessions and SI study sessions begin the week of August 29.

Code of Student Rights & Responsibilities

It is your responsibility to be familiar with your rights and responsibilities as a BSU student. Please visit the following site for relevant information: www.bsu.edu/studentcode Code of Student Rights & Responsibilities. This code includes appendices that contain Ball State's policies on academic dishonesty, policy and procedures for appealing final grades, student leaves for funerals, etc.