

COM4604: COMMUNICATION PRACTICUM

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Communication Practicum

Subject Code

COM - Media and Communication

Course Number

4604

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to be a capstone course that enables students to synthesize previous learning, to apply communication theories and skills into practice, and to analyze and evaluate the effects of the professional media communication process.

Students will form groups to conduct on- or off-campus projects in innovative productions of news, documentary, online magazine, and/or public relations collaterals under the supervision of faculty.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discuss and evaluate the communication process in a holistic manner	20	x	x	
2	Demonstrate teamwork spirit and interpersonal skills among the students	20	x	x	x
3	Justify and apply intellectual abilities and practical media communication skills in the assigned on-campus project	20	x	x	x
4	Design and create a communication product such as a short film, news report, online magazine/newsletter or public relations campaign, etc.	20		x	x
5	Discuss and evaluate the strengths and weaknesses of the projects	20		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Project Discussions	Students will discuss project requirements and project ideas	1, 2, 3, 4, 5	3 hours/ 2 weeks
2	Group Discussion	Students will engage in discussions of breakout groups	1, 2, 3, 4, 5	3 hours/ 4 weeks
3	Meet with supervisor	Students will participate in meeting with supervisors of the projects	1, 2, 3, 4, 5	1 hour/ 6 weeks

4	Presentation and Exhibition	Students will engage in regular project review meetings with the supervisors, students will as well demonstrate the product via oral presentation and exhibition	1, 2, 3, 4, 5	3 hours/ 3 weeks
5	Product Evaluation	Students will discuss and evaluation of the communication product	3, 5	3 hours/ 3 weeks

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Researching for client	1	25	See Annex 2
2	Class participation and group project performance	2, 3	25	See Annex 1
3	Oral presentation or exhibition	4	20	See Annex 3b
4	Producing 10 minute short documentary/ news report/ online magazine/ newsletter or PR Plan or PR campaign	5	30	See Annex 3a

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Researching for client

Criterion

See Annex 2

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Class participation and group project performance

Criterion

See Annex 1

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Oral presentation or exhibition

Criterion

See Annex 3

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Producing 10 minute short documentary/ news report/ online magazine/newsletter or PR campaign

Criterion

See Annex 3

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Additional Information for AR

Annexes : More info on Assignments

1. Participation in this course is crucial. Students will be assessed on an individual and group basis for their in class and online participation along the below rubric (Weighting 25%).

- Frequency: **Good** (1 point) - Participates with more than 1 posts/interventions. **Satisfactory** (2 points) - Participates with 3 to 5 posts/interventions. **Outstanding** (3 points) - Participates with more than 5 posts/ interventions.
- Content: **Good** (1 point) - Few ideas are presented. Content is vague and generalized requiring very little response. **Satisfactory** (2 points) - Content presented but lacks detail and depth of understanding. **Outstanding** (3 points) - Discusses in depth the course content.
- Connection: **Good** (1 point) - Limited or few connections are made between course content and the discussion. **Satisfactory** (2 points) - Connections are made but lack depth of understanding or detail. **Outstanding** (3 points) - Makes clear connections between unit material and discussion.

2. Assignment #1 – Research project (Weighting 25%)

Due Date: Week 7

- The class will be divided into groups. Each group is required to select one of the subject areas and an organisation as client, conduct additional research and draft a situation/problem analysis for the client.
- Each group is expected to present new research findings to the class.
- Each group is expected to write a data-based research chapter (@5-10 pages), following the appropriate academic style and requirements

Assessment Criteria: Assignment 1 (25 points)

(a) Evidence of research/ Data/evidence: **7 points**

(b) Coherence/ Originality: **5 points**

(c) Knowledge of subject/ Application of theories/ Critical ability: **10 points**

(d) Legibility: Clear and Easy to Read/ Spelling, syntax, and grammatical structure of the paper/APA style: **3 points**

*under exceptional circumstances, and with prior approval of course instructor before registration, students may be allowed to work individually. The course instructor shall decide what needs to be done in lieu of group participation in such cases.

3. Assignment #2 –

(a) Journalistic/PR Article/AV product for

(b) Presentation and discussion in class (Weighing 30 + 20= 50%)

Due Date: Due on Week 13.

Written 600-word feature article or an AV product (e.g. PR plan, audio, PowerPoint, digital story, video clip, webpage ...) on the most interesting aspect of your project/case study (to be approved in advance by instructor) and **presented in groups during class**. This could be on the key objectives of the project, innovative uses of technology, impact on beneficiaries, and/

or major obstacles to development or social change. Students will be given an opportunity to have written feedback from their classmates on their presentations.

Assessment Criteria: Assignment 2 (50 points)

- (a) Coherency of structure/ Originality: **10 points**
- (b) Style, language, and form: **10 points**
- (c) Presentation/visualization/creativity: **15 points**
- (d) Thinking journalism: **15 points**

Part III Other Information

Keyword Syllabus

Media communication theory and practice; Professional communication; Communication production methods; Internet communication; Video production; Organisation communication; Customer communication.

Reading List

Compulsory Readings

Title	
1	Newsom, Doug & Haynes, Jim (2017). Public Relations Writing: Strategies and Structures. Eleventh edition. Boston, MA: Cengage Learning.
2	Lamble, Stephen (2016). News as it happens. Third edition. Melbourne, Victoria, Australia: Oxford University Press.
3	Other readings as the course instructor sees appropriate

Additional Readings

Title	
1	Marketing PR Awards (2017) https://www.marketing-interactive.com/pr-awards/hk/
2	PR Awards Asia (2017) http://www.prawardsasia.com/
3	The 3rd Hong Kong Public Relations Award (2016) http://prpa.com.hk/hkprawards/
4	COM students win Championship in Hong Kong Creative Public Relations http://www.cityu.edu.hk/com/Page_Frame.aspx?type=news&id=252
5	How to Write Like a Journalist—4 Key Elements https://www.freelancewriting.com/journalism/how-to-write-like-a-journalist/
6	BBC Academy-Journalism-Writing http://www.bbc.co.uk/academy/journalism/skills/writing
7	How to Pitch a Brilliant Idea https://hbr.org/2003/09/how-to-pitch-a-brilliant-idea
8	Digital Minds: 12 Things Every Business Needs to Know About Digital Marketing (2nd Edition) https://www.amazon.com/Digital-Minds-Things-Business-Marketing-ebook/dp/B0178F33H6/ref=sr_1_3?ie=UTF8&qid=1503540682&sr=8-3&keywords=digital+marketing