

COMM 7002 CONVERGENT MEDIA INTERNSHIP

Credit Points 10

Legacy Code 101426

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Description This professionally oriented unit consists of a work internship placement with a corporate media or community communications division of an organisation. These agencies may include WSU research centres, educational, community and cultural agencies within Sydney and corporate and professional organisations in Australia or off-shore, as agreed. The focus of the internship is to research and contribute to audience/community liaison and development, and/or to contribute to the cross media production and/or marketing plans of the organisation. During the placement students will develop documentation to capture and manage ideas about professional development, industry trends, professional links, case studies and associated documentation. On completion of the placement students will present a comprehensive report.

School Humanities & Comm Arts

Discipline Communication and Media Studies, Not Elsewhere Classified.

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Restrictions

Students must be enrolled in program 1645/1804 Master of Convergent Media, 1805 Graduate Diploma in Convergent Media, 1646/1806 Graduate Certificate in Convergent Media, 1856 Master of Creative Industries, 1857 Graduate Diploma in Creative Industries or 1858 Graduate Certificate in Creative Industries.

Assumed Knowledge

Broad understanding of convergent media forms and processes. Students need extensive knowledge of the convergent media landscape and local industries to successfully research, prepare and undertake their Internships.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Identify and articulate 2 - 3 areas of new learning within the creative industries context, including the student's professional experience and competency, and present this as a written report
2. Outline the conceptual and content planning stages of a media project in the internship progress updates for the organization.
3. Outline the prototype/pilot stages of a media project in the professional setting.
4. Apply advanced skills in self-directed learning
5. Demonstrate competency in industry research skills such as audience analysis and cross media marketing plans; technical and design development pathways; media content.
6. Apply advanced skills in self-directed learning

Subject Content

- research and approach An appropriate industry organisation/company for An internship placement
- Negotiation of individual learning Contract
- Industry placement - 40 hours minimum
- Development and ongoing population of a wiki, orientated towards professional development, new areas of learning and relevance to student's other courses
- Regular meetings with academic supervisor
- presentation of wiki and Overview of internship experience
- Development and ongoing population of experience, including inventory of tasks; roles in organisation; new learnings; self-reflection on the internship, learnings and future directions.
- presentation of The internship and An Overview of internship experience.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/ Group Task
Industry Placement Plan - (2-3 new areas of learning, proposed hosts, CV) and 40 hours industry placement	40 hours	50	N	Individual
Short Answers - Creation and applied use of 8 microblog posts	8 x 250 words	20	N	Individual
Report and Presentation - A summary presentation to the class of a maximum 10 PowerPoint slides and 1,000 word illustrated Report	10 PowerPoint slides and 1,000 word illustrated report to outline and reflect on the Internship experience	30	N	Individual

Teaching Periods