

**STATE UNIVERSITY OF NEW YORK  
COLLEGE OF TECHNOLOGY  
CANTON, NEW YORK**



**MASTER SYLLABUS**

**COURSE NUMBER – COURSE NAME  
GMMD 443 – GMMD Internship**

**Created by: Christopher Sweeney**

**Updated by: Christopher Sweeney**

**Canino School of Engineering Technology**

**Department: Decision and Graphic Media Systems**

**Semester/Year: Fall 2018**

- A. **TITLE:** GMMD Internship
- B. **COURSE NUMBER:** GMMD 443
- C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

# Credit Hours: 4  
# Lecture Hours:        per week  
# Lab Hours:            per week  
  Other: 40 hours per week (160 total)

Course Length: 15 Weeks

- D. **WRITING INTENSIVE COURSE:** Yes  No
- E. **GER CATEGORY:** None:  Yes: GER  
*If course satisfies more than one:* GER
- F. **SEMESTER(S) OFFERED:** Fall  Spring  Fall & Spring

G. **COURSE DESCRIPTION:**

Students focus on the challenges of negotiation, public relations, and management. Students will explore a variety of management situations in broadcasting, galleries, museums, and theaters and design agencies. Students apply classroom skills in an organizational environment. Working with a faculty and on-site supervisor, the students perform and reflect on prescribed work. Students complete a supervised internship in an appropriate internship setting commensurate with the student's career interests and at the appropriate baccalaureate level.

- H. **PRE-REQUISITES:** None  Yes  If yes, list below:

GMMD 440: Orientation to Culminating Experience in GMMD; successful completion of all GMMD courses years 1-3 with a C or higher OR permission of the instructor

**CO-REQUISITES:** None  Yes  If yes, list below:

**I. STUDENT LEARNING OUTCOMES: (see key below)**

By the end of this course, the student will be able to:

<b><u>Course Student Learning Outcome</u></b> <b><u>[SLO]</u></b>	<b><u>Program Student Learning Outcome</u></b> <b><u>[PSLO]</u></b>	<b><u>GER</u></b> <i>[If Applicable]</i>	<b><u>ISLO &amp; SUBSETS</u></b>	
Operate discipline specific equipment, software and tools required within an organizational setting.	Professional Detail		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Apply art and graphic solutions to enhance an organization's value chain.	Professional Detail		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Communicate effectively in an organization setting	Interpretation		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
Apply effective conflict resolution techniques to emerging problems in an organization.	Design Critique		5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
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<b>KEY</b>	<b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>
<b>ISLO #</b>	<b>ISLO &amp; Subsets</b>
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA] , Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

\*Include program objectives if applicable. Please consult with Program Coordinator

J. **APPLIED LEARNING COMPONENT:** Yes  No

If YES, select one or more of the following categories:

- |  |  |
|--|--|
| <input type="checkbox"/> Classroom/Lab         | <input type="checkbox"/> Civic Engagement              |
| <input checked="" type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement    | <input type="checkbox"/> Research                      |
| <input type="checkbox"/> Practicum             | <input type="checkbox"/> Entrepreneurship              |
| <input type="checkbox"/> Service Learning      | (program, class, project)                              |
| <input type="checkbox"/> Community Service     |  |

K. **TEXTS:**

None

L. **REFERENCES:**

None

M. **EQUIPMENT:** None  Needed:

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

- Portfolio including journal and original research
- Field Evaluation
- Weekly report of activities and a short essay assigned by faculty supervisor
- Final report on the internship experience

P. **DETAILED COURSE OUTLINE:**

I. Weekly Report (2 pages)

A. Weekly activities (1 page)

B. Essay linking theory to practice (1 page)

C. Journal entries

II. Discussion Board Participation

III. Mid-Term Review by Site mentor

III. Final Report

A. Portfolio review

B. Faculty mentor/Site mentor review

Q. **LABORATORY OUTLINE:** None  Yes