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# The University of Georgia

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Grady College of Journalism and Mass Communication

September 14, 2015

Provost Pamela Whitten  
Office of the Senior Vice President for Academic Affairs and Provost  
University of Georgia  
203 Administration Building  
Athens, Georgia 30602-1561

Dear Provost Whitten:

On behalf of the faculty of the Grady College of Journalism and Mass Communication, I am pleased to forward the college's Experiential Learning Implementation Plan.

This plan has been developed and approved by our faculty by majority vote.

Sincerely,

Dean Charles N. Davis

Cc: Alison Alexander, Experiential Learning Certification Officer  
William Vencill, Chair, University Curriculum Committee  
Linda P. Bachman, Director, Office of University Experiential Learning

**Grady College of Journalism and Mass Communication**  
**Experiential Learning Implementation Plan**

**Certification Officer: Alison Alexander, Senior Associate Dean for Academic Affairs**

Students in the Grady College may fulfill the requirement through approved courses as noted below; or participation in any Grady-sponsored study abroad or domestic field study program. With prior approval of the Certification Officer, non-Grady-sponsored study abroad or domestic field study programs may satisfy the requirement. Undergraduate research through CURO, and/or receipt of a CURO Research Assistantship, will also satisfy the requirement.

When extracurricular activities are used to satisfy the requirement, students will be required to secure approval from the Certification Officer in advance of the experience, and to provide a substantive written document following the experience, reflecting on how it fulfilled the learning outcomes of the requirement. This written document must be reviewed and passed as satisfactory by the student's department head prior to certification by the Certification Officer.

**The courses that fulfill the requirement for Grady students are as follows:**

**Internships**

*ADPR 5010 Advertising Internship*

*ADPR 5011 Public Relations Internship*

*JOUR 5010 Media Internship*

*NMIX 5010 New Media Internship*

*TELE 5010 Mass Communication Internship*

**Research**

*ADPR/JOUR/TELE 4960H, 4970H, or 4980H Honors Undergraduate Research*

*ADPR/JOUR/TELE 4990H Honors Undergraduate Thesis*

Individual research in advertising, public relations, and related communication fields under the direction of a sponsoring faculty member.

**Experiential Courses**

*JOUR 5090 Multiplatform Newsroom: Newsource*

Students will work in a newsroom environment using their journalistic knowledge and skills in the production of daily stories for multiple platforms, including TV

broadcasting, online, mobile, and social media news delivery. They will write, shoot, and edit under daily deadline pressure.

### **JOUR 5091 *Multiplatform Newsroom: Projects***

Students will work in a newsroom environment using their journalistic knowledge and skills in the production of multiplatform journalism projects. They will identify a need and its audience, then report, develop, and produce content to serve that need.

### **NMIX 4510 *New Media Capstone***

Students will complete actual new media systems for real clients. Projects will be selected by New Media Institute Fellows and managed by the University of Georgia New Media Service Bureau. Most of these projects will be for University of Georgia units and organizations. Students will be grouped into three-person teams and will be assigned a project.

### **TELE 5260 *Advanced Production***

A capstone course that demonstrates the student's knowledge and abilities in production, with emphasis given to directional creativity, production techniques from the conception of idea through scripting, editing, and sound track for a completed project that demonstrates knowledge in these areas.