

Course Outline of Record

1. Course Code: J-004C
2.
 - a. Long Course Title: Intro to Newspaper & Internet Management
 - b. Short Course Title: NEWSPAPER MANAGEMENT
3.
 - a. Catalog Course Description:
 Students in this course will learn to assume the positions of editor in chief, production supervisor, retail advertising manager, national advertising manager, or circulation manager; learn to pass on the skills and knowledge required to publish a printed and online newspaper that meets professional standards of quality in content, design, and production; learn to accept the responsibilities of newspaper publishing; learn to establish and maintain publishing deadlines; and learn to publish and maintain a professional newspaper both online and in print.
 - b. Class Schedule Course Description:
 Advanced student media practicum.
 - c. Semester Cycle (if applicable): N/A
 - d. Name of Approved Program(s):
4. Total Units: 3.00 Total Semester Hrs: 126.00
 Lecture Units: 1 Semester Lecture Hrs: 18.00
 Lab Units: 2 Semester Lab Hrs: 108.00
 Class Size Maximum: 20 Allow Audit: No
 Repeatability No Repeats Allowed
 Justification 0
5. Prerequisite or Corequisite Courses or Advisories:
Course with requisite(s) and/or advisory is required to complete Content Review Matrix (CCForm1-A)
 Prerequisite: J 004B
6. Textbooks, Required Reading or Software: (List in APA or MLA format.)
 - a. Rachl Kanigel (2011). *The Student Newspaper Survival Guide* Wiley-Blackwell. ISBN: 9781444332384
 College Level: Yes
 Flesch-Kincaid reading level: 12.0
 - b. Acoca, S., Borenstein, S., Carvin, E., Chapman, M. (2016). *he 2016 Associated Press Stylebook and Briefing on Media Law* Associated Press.
 College Level: Yes
 Flesch-Kincaid reading level: 12
 - c. Fink, Conrad C. (1996). *Strategic Newspaper Management* Needham Heights, Mass. Pearson. ISBN: 0-02-337731-3
 College Level: Yes
 Flesch-Kincaid reading level: N/A
7. Entrance Skills: *Before entering the course students must be able:*
 - a.
 Effectively edit and design a newspaper page.

 • J 004B - Effectively edit and design a newspaper page.
 - b.
 Edit and improve the work of others.

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- J 004B - Edit and improve the work of others.

c.

Edit a news story utilizing the specific AP writing style.

- J 004B - Edit a news story utilizing the specific AP writing style.

d.

Understand the scope and opportunities in the field of digital multimedia design and implementation.

- J 004B - Understand the scope and opportunities in the field of digital multimedia design and implementation.

e.

Train others to be able to assume their responsibilities.

- J 004B - Train others to be able to assume their responsibilities.

8. Course Content and Scope:

Lecture:

1. Publishing policy development and responsibilities.
2. Editorial policy development and responsibilities.
3. Production responsibilities, including layout and design.
4. Advertising responsibilities.
5. Photographic and graphic responsibilities.
6. Circulation responsibilities.
7. Coexistence of a newspaper staff.

Lab: *(if the "Lab Hours" is greater than zero this is required)*

- a. Assume the management positions required to properly staff a newspaper.
- b. Pass on the skills and knowledge required to publish a newspaper.
- c. Accept the responsibilities of newspaper publishing.
- d. Demonstrate the ability to establish and maintain publishing deadlines.
- e. Publish and maintain a digital newspaper on the internet.

9. Course Student Learning Outcomes:

1.
Demonstrate the knowledge of the positions of editor in chief, production supervisor, retail advertising director, national advertising manager, or circulation manager.
2.
Demonstrate an understanding of the responsibilities of newspaper publishing.

10. Course Objectives: *Upon completion of this course, students will be able to:*

- a. Demonstrate the knowledge of the management positions required to properly staff a newspaper.
- b. Demonstrate an understanding of the responsibilities of newspaper publishing.
- c. Establish and maintain publishing deadlines.
- d. Publish and maintain a digital newspaper on the internet.

11. Methods of Instruction: *(Integration: Elements should validate parallel course outline elements)*

- a. Activity
- b. Collaborative/Team
- c. Demonstration, Repetition/Practice

- d. Discussion
- e. Laboratory
- f. Lecture
- g. Participation
- h. Supplemental/External Activity
- i. Technology-based instruction
- j. Tutorial

Other Methods:

a. Small group presentations. b. Field trips. c. Interaction with professionals in the field.

12. Assignments: *(List samples of specific activities/assignments students are expected to complete both in and outside of class.)*

In Class Hours: 126.00

Outside Class Hours: 36.00

a. Out-of-class Assignments

1. Oversee all aspects of creating an online and printed newspaper.

b. In-class Assignments

- 1. Staff supervision.
- 2. Operate equipment and software to design newspaper pages.
- 3. Create graphic and artistic design.

13. Methods of Evaluating Student Progress: *The student will demonstrate proficiency by:*

- College level or pre-collegiate essays
 - Written homework
 - Critiques
 - Reading reports
 - Laboratory projects
 - Field/physical activity observations
 - Group activity participation/observation
 - Product/project development evaluation
 - Self/peer assessment and portfolio evaluation
 - Mid-term and final evaluations
- Successfully complete a final exam in which the student demonstrates the ability to fulfill the expected learning outcomes.
- Student participation/contribution
 - Student preparation
 - Behavior assessment
 - Other
- a. Performance, including attendance, meeting deadlines, leadership capabilities, people skills, attitude, persistence, accuracy.

14. Methods of Evaluating: Additional Assessment Information:

15. Need/Purpose/Rationale -- *All courses must meet one or more CCC missions.*

PO - Career and Technical Education

Fulfill the requirements for an entry- level position in their field.

Apply critical thinking skills to research, evaluate, analyze, and synthesize information.

Exhibit effective written, oral communication and interpersonal skills.

Transfer to a higher level learning institution

IO - Critical Thinking and Communication

Compose and present structured texts in a variety of oral and written forms according to purpose, audience, and occasion with implementation of thesis, supporting details and idea development.

- Apply standard conventions in grammar, mechanics, usage and punctuation.
- Conduct research, gather and evaluate appropriate information, organize evidence into oral and written presentation, using proper MLA, APA, and other discipline-specific formats to cite sources.
- Summarize, analyze, and interpret oral and written texts, with the ability to identify assumptions and differentiate fact from opinion.
- Utilizing various communication modalities, display creative expression, original thinking, and symbolic discourse.

16. Comparable Transfer Course

University System	Campus	Course Number	Course Title	Catalog Year
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17. Special Materials and/or Equipment Required of Students:

18. Materials Fees: Required Material?

Material or Item	Cost Per Unit	Total Cost
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19. Provide Reasons for the Substantial Modifications or New Course:

Course Review. Fall 2016. Textbook update.

20. a. Cross-Listed Course (Enter Course Code): *N/A*
 b. Replacement Course (Enter original Course Code): *N/A*

21. Grading Method (choose one): Letter Grade Only

22. MIS Course Data Elements

- a. Course Control Number [CB00]: CCC000149103
- b. T.O.P. Code [CB03]: 60200.00 - Journalism
- c. Credit Status [CB04]: D - Credit - Degree Applicable
- d. Course Transfer Status [CB05]: B = Transfer CSU
- e. Basic Skills Status [CB08]: 2N = Not basic skills course
- f. Vocational Status [CB09]: Advanced Occupational
- g. Course Classification [CB11]: Y - Credit Course
- h. Special Class Status [CB13]: N - Not Special
- i. Course CAN Code [CB14]: *N/A*
- j. Course Prior to College Level [CB21]: Y = Not Applicable
- k. Course Noncredit Category [CB22]: Y - Not Applicable
- l. Funding Agency Category [CB23]: Y = Not Applicable
- m. Program Status [CB24]: 2 = Stand-alone

Name of Approved Program (if program-applicable): *N/A*

Attach listings of Degree and/or Certificate Programs showing this course as a required or a restricted elective.)

23. Enrollment - Estimate Enrollment

First Year: 0
 Third Year: 0

24. Resources - Faculty - Discipline and Other Qualifications:

- a. Sufficient Faculty Resources: Yes
- b. If No, list number of FTE needed to offer this course: *N/A*

25. Additional Equipment and/or Supplies Needed and Source of Funding.

<i>N/A</i>

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26. Additional Construction or Modification of Existing Classroom Space Needed. *(Explain:)*

N/A

27. FOR NEW OR SUBSTANTIALLY MODIFIED COURSES

Library and/or Learning Resources Present in the Collection are Sufficient to Meet the Need of the Students Enrolled in the Course: Yes

28. Originator Laurilie Jackson Origination Date 09/16/16