



MAS 350

Media Internship

S1 Day 2018

Department of Media, Music, Communication and Cultural Studies

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr Rachael Gunn

rachael.gunn@mq.edu.au

Contact via rachael.gunn@mq.edu.au

Y3A.153

Tuesdays 11-12

Credit points

3

Prerequisites

39cp at 100 level or above

Corequisites

(6cp in MAS or MECO units at 300 level) or admission to BMktgMedia

Co-badged status

Unit description

This unit is intended to provide students with hands-on experience as part of their undergraduate studies. Through project-based and work-integrated learning activities, this unit integrates academic and vocational knowledge in order to maximise students' employability. In order to fulfil the requirements of this unit, students undertake a 45 hour (minimum) Internship/PACE activity working under supervision. Students choose from 3 options for this unit. Option 1 involves student-initiated placements; students can source their own Internship/PACE activity and propose this to the University for approval. Option 2 features University assisted placements; the University can assist students with opportunities. Option 3 involves PACE partners being invited onto campus to work with student groups on a project the group(s) have been assigned by the partner organisation(s).

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments

Develop professional, creative, practical and employability skills based on the requirements of the workplace/community/industry

Communicate media-specific and professional discourse

Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability

Demonstrate an ability to integrate academic and vocational knowledge in order to maximise personal engagement and achievement in relation to employability

Reflect on your personal development during the internship and your progression to employment

General Assessment Information

It is understood by the unit staff that many of the tasks in this unit are different to any sort of assessment students may have completed previously in their studies. In this unit, students will be completing varied types of research, and have to write and reference in different styles. Since this unit focuses on professional practice, self-reflection, and independent learning, it consequently requires different types of assessment tasks. As such, the assessment tasks in this unit have been designed to expand your skill set in ways that will help you achieve ongoing employability in your chosen field. Please keep in mind that these tasks are equally new to ALL students in the unit, and that your undergraduate degree is designed to facilitate learning in ways that will sometimes take you out of your 'comfort zone'. As such, students are encouraged to be proactive and independent in their learning.

Professionalism

As a PACE unit, MAS350 requires a greater level of professionalism from its students than other undergraduate courses. Students should therefore aim to practice and develop their professional skills over the course of the semester. This may be in their attire (what they wear to MAS350-related meets), and should be demonstrated throughout their communication with staff. Professional email writing and etiquette is a valuable skill to take with you into the workforce.

Feedback

Feedback on assessments and student learning and performance will be provided in a range of ways. Students will receive formal individual feedback on their performance in assessments in the form of general comments, rubric and in-text comments attached to assignments marked in Grademark/Turnitin. They may receive further individual feedback from the unit staff in email communication and personal consultations. They will receive informal feedback with their cohort through the 'announcement' function on iLearn and also in lectures.

Marks are made available in the Gradebook function in iLearn.

Assessment Tasks

Name	Weighting	Hurdle	Due
Resume + Cover Letter	10%	No	5pm Friday Week 4
iLearn Diary + Response	20%	No	During Placement
Placement Research Report	35%	No	5pm Friday Week 7
Presentation	35%	No	Week 13

Resume + Cover Letter

Due: **5pm Friday Week 4**

Weighting: **10%**

Assignment Outline

Length: 2 pages

This task is designed for you to produce a professional document that will help you to achieve on-going employability. There are two parts to this assignment: resume and cover letter. These documents should be polished and professional and can be used to apply for internships. Students can submit this assessment from week 2 onwards (see below).

Students are encouraged to utilise the resources available on the CareerWise module on iLearn in developing this assignment

Examples of this assessment will be discussed in lectures, and resources will be posted on iLearn.

Resume

Write a concise, professional and comprehensive resume based on existing work experience and skills relevant to your career goals. This aspect of the assignment should be one page.

Cover Letter

Write a cover letter that is no more than one page. At the top of the cover letter detail the position you are applying for (this can be a real or imagined role). The letter must elaborate upon the resume, and showcase the skills you not only believe to possess at the time of completing the assignment, but are also skills you believe are required for the (real or imagined) position.

Submission instructions

The Resume + Cover Letter must be submitted as a single PDF file via the turnitin link on iLearn

before the due date and time. The submission link will open two weeks before the assessment is due. If any issues arise during submission, you must email the unit convenor ASAP with a copy of your assessment.

Assessment criteria:

- The document is polished and professional
- Writing is clear and concise
- Skills and work experience are relevant to position
- Ability to personally and professionally self-reflect with a view to ongoing employability

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in this unit align with the University's grade descriptors, see further [here](#).

Please refer to the 'Late Submission Penalty' section for details on late submission and special consideration.

On successful completion you will be able to:

- Develop professional, creative, practical and employability skills based on the requirements of the workplace/community/industry
- Communicate media-specific and professional discourse
- Reflect on your personal development during the internship and your progression to employment

iLearn Diary + Response

Due: **During Placement**

Weighting: **20%**

Assignment Outline

This assessment includes two iLearn diary entries and two responses due throughout your placement. The first diary entry should be in the first half of the placement, and the second diary entry during the second half of the placement. This timing, detailed further below, is proposed so that students maximise the self-reflection of their personal and professional growth over the course of their placement. In completing these tasks, students will integrate knowledge from various media units, share their experiences doing placement with their cohort, and also develop self-reflective skills.

These tasks are designed to enhance the coherence, quality and viability of your program of study. It also provides students with a sense of belonging to a cohort of learners and an opportunity to engage in collaborative learning. The purpose of this is to share experiences with your fellow enrolled students and with the unit convenor, and to also encourage ongoing reflection while you are undertaking your placement. This individual learning activity, then, will help you to achieve a number of graduate outcomes by ensuring program breadth, context,

and depth are key parts of this transformational learning experience.

Examples of this assessment will be discussed in lectures, and resources will be posted on iLearn.

Due dates

Students in MAS350 are completing their internships/PACE activities at different times, different stages, and in different ways. To account for this, this assessment requires you to propose your own due dates based on the structure of your internship and expected completion. It will require you to estimate and plan when you will complete different milestones so that you are able to consistently reflect upon your progress. This assessment therefore also assesses your organizational and time management skills.

Once your internship/PACE activity plans are finalised, you must create an entry in the Placement Database on MAS350's iLearn page. This entry will include the structure, start and end date of your internship/PACE activity, proposed due dates for your iLearn Diary posts and responses, and reasons for the chosen due dates. The unit convenor will assess these due dates, post comments under the individual posts if further action is required, and ultimately approve them. Please ensure you check iLearn and your student email regularly in case the unit convenor proposes any changes to your dates. Once approved, your individual proposed due dates for this assessment will then be treated like any other assessment due date (i.e. late penalties apply).

Students will have until 5pm of the date proposed to complete the task.

Please note: If your internship does not have a fixed structure or end-date, then you will need to use your judgement as to when you expect to have completed each milestone. The first student who posts their diary entry may need to wait longer to post their response. Contact the unit convenor if you have questions.

Diary Entry Requirements

- 2 diary entries between 300 and 400 words (+/- 10%)
- In each diary entry you will briefly outline the activities you undertook for your placement during that period and:
 - Make at least one critical observation about your placement. E.g. something you learned about the media industry, a relevant theory that relates to your practical experience, etc. These should be appropriately supported with academic sources.
 - Incorporate self-reflection. E.g. your expectations, skills assessment, strengths, weaknesses, an achievement, a difficulty you faced, etc.
- Students must use Harvard Style referencing: full bibliographical details for any texts

referred to should be clearly given through in-text referencing and, after some line spacing, a reference list. The reference list will not be included in the word count. Students should consult the Harvard style guide available on iLearn.

- Students should write concisely and in an academic style.

Response Requirements

- 2 responses between 300 and 400 words (+/- 10%) in the same Option Forum
- Each response must address and build upon the critical observation(s) made in that student's diary entry, including:
 - Connecting their placement issues/observations with pertinent academic work, and/or analysing their observations with relevant media theory. These should be appropriately supported with academic sources.
 - Incorporating your own self-reflection, such as examining how other students' diary entries are affecting your experiences and reflection process.
- Students must use Harvard Style referencing: full bibliographical details for any texts referred to should be clearly given through in-text referencing and, after some line spacing, a reference list. The reference list will not be included in the word count. Students should consult the Harvard style guide available on iLearn.
- Students should write concisely and in an academic style.

Submission

iLearn diary entries and responses will be posted on the relevant iLearn forums (further instructions available on iLearn). Each student will start a new discussion topic, and all 2 iLearn diary entries will be posted in this discussion topic (by replying to your previous entry). To respond to other student's posts go to their Diary discussion topic and hit 'reply' on whichever post you are responding to. At the top of your response please include the details of the entry you're responding to (student name, diary entry number) in case it gets lost in the thread.

Once students have completed all 4 posts, they need to copy and paste all posts into a word document and submit it via the Turnitin link on iLearn. No changes to the posts can be made during the submission to Turnitin.

Other information

This assignment is one of the systems that the unit convenor has put in place to monitor and detect when something has gone wrong with your placement. It is therefore of utmost importance that you complete this task across the semester and meet each set benchmarks. Note that any workplace bullying and resulting psychological damage should be included. The University has a

duty of care for you and therefore this is one of the work placement safety monitoring systems that has been put in place for you. Note, however, that this is not the only system, so if anything problematic occurs during your placement, you are required to contact the unit convenor immediately: rachael.gunn@mq.edu.au.

Assessment criteria:

- Connect and integrate relevant theoretical ideas with practical experiences
- Ongoing ability to evaluate personal and professional strengths and weaknesses
- Self-reflection and capacity to situate self within broader context
- Informed, thoughtful, and respectful responses to other students' entries
- Productive contributions to the collaborative learning environment of the unit
- Clarity of communication in a concise academic style
- Accurate Harvard referencing
- Time management skills

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in this unit align with the University's grade descriptors, see further [here](#).

Please refer to the 'Late Submission Penalty' section for details on late submission and special consideration.

Log Sheet

At the end of your placement, all students must submit a completed log sheet (available on iLearn). This must be signed by the placement supervisor to show you have completed the 45hour minimum requirement. Students must submit their signed log sheet to the assignment submission dropbox on iLearn by 5pm Friday of Week 14.

On successful completion you will be able to:

- Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments
- Develop professional, creative, practical and employability skills based on the requirements of the workplace/community/industry
- Communicate media-specific and professional discourse
- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability
- Demonstrate an ability to integrate academic and vocational knowledge in order to maximise personal engagement and achievement in relation to employability
- Reflect on your personal development during the internship and your progression to

employment

Placement Research Report

Due: **5pm Friday Week 7**

Weighting: **35%**

Assignment Outline

Length: 2000 words +/-10% (inclusive of everything)

This report is designed for you to develop a deeper understanding of the workplace/community/industry in which you are doing your placement. It is a midway assessment of your placement and will cover two aspects (Part 1 and Part 2) within the one report. You will contextualize your placement in terms of the industry/community it operates, and then reflect upon how this research informs, perhaps even changes, your initial understanding of your placement and the industry/community.

This task must be written in the style of a report (factual style, bullet points and headings can be used but must provide narrative with an introduction and a conclusion) and be a highly polished and professional document.

Examples of this assessment will be discussed in lectures, and resources will be posted on iLearn.

Part 1 – Placement Research and Summary (minimum 800words)

In this section of your report, you will incorporate a broad range of research about the organisation in which you are doing your placement. You will provide a summary that contextualises your placement within local/national/international changes, issues, trends, and innovations. To do this, you will need to research how the company manages its own impressions, and how it is perceived by the broader community/industry/etc. You will take into consideration:

- Internal environment of organisation (such as brand management, vision, short to long term goals, clients, target audiences, partnerships, projects/products, resources, funding, operations, etc.)
- External environment of organisation (such as industry trends, policy/regulation changes, audience responses, product reviews, politics, news, op-eds, academic research, etc.)

You will include this research and summary in your report under relevant headings/sub-headings.

You are encouraged to use your professional judgement regarding what you include, and what you focus on, in this part of the report. You can be strategic and focus upon the area of the industry that interests you the most, and may benefit you in terms of your career goals.

Part 2 – Reflection (minimum 600words)

In this section, you will reflect upon your placement based on the research you undertook in Part 1. This must be undertaken after you have completed Part 1. In Part 2, you will provide a short reflection summary that addresses the following questions:

- How has your research conducted in Part 1 changed your initial understanding of your placement, and organisation and/or sector in which it operates?
- What was the most significant thing you learned about the organisation/industry in which you are doing your placement from the research you conducted in Part 1?
- What are some things you did not consider, but should have, when you accepted the placement?

Research

- You will support your discussion (in both parts) through conducting independent research across a broad range of sources (including academic sources, industry reports, policy documents, legislation, trade media, news articles, media examples, etc.).
- You must engage with a minimum of 8 sources.
- You will demonstrate engagement with relevant unit readings.
- Referencing must be in the Footnote referencing system (such as the Chicago style) – refer to the guide on iLearn.

Formatting

- Use consistent and appropriate formatting
- Use short informative headings and subheadings
- Allow generous spacing between the elements of your report
- Use dot points/ numbers/ letters to articulate these elements
- Use tables and figures (graphs, illustrations, maps etc.) for clarification (with full references provided)
- Use page numbers
- Use footnote referencing system (such as the Chicago style) – refer to the guide on iLearn
- Use concise, formal language
- Use the first person pronoun in Part 2 (only)
- Proofread to ensure accuracy
- List your word count at the end of your report

Layout

- Title page
- Table of contents
 - A formatted list of the different major and minor sections of your report (with page numbers).
- Introduction
 - Give some background information about the placement. State the aim/purpose of the investigation. Outline the different sections of the report that will feature in the body.
- Body
 - The body will need to divide its focus between the two parts of the assessment task. Organise the two sections in a logical sequence. Use short informative headings and subheadings to add clarity.
- Conclusion
 - Recap the most significant findings of your investigation and reevaluate your initial anticipation of your placement.
- Reference list
- Appendices (as necessary)
 - Any information (graphs, charts, tables or other data) you used in your report but did not include in the body.

Submission instructions

The Placement Research Report must be submitted as a single PDF file via the turnitin link on iLearn before the due date and time. The submission link will open a week before the report is due. If any issues arise during submission, you must email the unit convenor ASAP with a copy of your assessment.

It is understood by unit staff that a small number of students may not have started their placement by the due date for this assignment. This assignment has been designed so that it can be completed independent of the placement progress.

Assessment Criteria

- Evidence of thorough research into your placement, which enhances your understanding of your placement and its sector
- Use of a range of sources (academic sources, online documents/reports, news articles,

etc.) and correct referencing in the appropriate style

- Evidence of ongoing evaluation of personal and professional strengths and weaknesses with view to ongoing employability
- Written clearly and concisely in the appropriate style
- The document is polished and professional

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in this unit align with the University's grade descriptors, see further [here](#).

Please refer to the 'Late Submission Penalty' section for details on late submission and special consideration.

On successful completion you will be able to:

- Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments
- Develop professional, creative, practical and employability skills based on the requirements of the workplace/community/industry
- Communicate media-specific and professional discourse
- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability
- Demonstrate an ability to integrate academic and vocational knowledge in order to maximise personal engagement and achievement in relation to employability
- Reflect on your personal development during the internship and your progression to employment

Presentation

Due: **Week 13**

Weighting: **35%**

Assignment Outline

Length: 7 minutes**

This task is designed for you to connect your internship/PACE activity with your academic studies. Students are encouraged to showcase their strengths and distinct skills attained through their studies and internship with a view to achieving ongoing employability.

You must choose a media-related topic/process/theory that you have studied in your degree, and critically discuss/evaluate it in light of the practical industry work you have completed as part of your internship/PACE activity. For example, think about how has a specific idea/theory helped you make sense of the industry, including the work you completed in your placement, or audience trends, etc.

The Presentation should incorporate self-reflection, but it is still an academic piece of work that

requires references.

Examples of this assessment will be discussed in lectures, and resources will be posted on iLearn.

****CVP Students (Option Four)**

For students participating in the Community Video Production (CVP) Stream coordinated by Dr Iqbal Barkat, at the start of your presentation you will have an additional 2 minutes to screen excerpt(s) from your film(s). You will be stopped at the 2-minute mark and will then commence the 7-minute presentation as per the instructions below.

Research and References

- Minimum of 2 unit readings to demonstrate your engagement with the unit material
- Independent research of a minimum of 4 other types of sources to demonstrate your ability to integrate knowledge from a variety of contexts. These types of sources may include academic sources (books/journal articles), industry reports, government policy/legislation/regulation, news articles and op-eds (by reputable publishers), official websites of companies, audiovisual material, etc.
- Any borrowed ideas or quotations should be referenced in full onscreen, with a reference list shown onscreen at the end of the presentation (any referencing style is acceptable).

Presentations

- Presentations must not exceed 7 minutes - students will be stopped at the 7-minute mark.
- Students should prepare relevant audiovisual material (such as PowerPoint slides) to aid in their presentation. These must be submitted to the dropbox link on iLearn in Week 13.
- No technical support will be provided – it is the student's responsibility to ensure that any additional material is easily accessible.
- A panel will mark the presentations – students should be prepared to answer any questions after their presentation. The panel will consist of the unit convenor, and one or two of the following: MMCCS staff member, PACE officer, industry representative.
- All presentations will be filmed for record-keeping purposes only.

Presentation Schedule

- Presentations will be held in Week 13 in Y3A.
- Students must register a time via the Presentation Schedule on iLearn (which will be

posted during the mid-semester break). There is no guarantee that you will be able to present at your preferred time and day.

- The Presentation Schedule will be locked from Week 11 onwards – no further changes can be made.
 - If students do not register a time before the Week 11 deadline they will then be allocated a time.
- Students must be ready to present at their scheduled time.

Assessment Criteria:

- Ability to connect and translate relevant theoretical idea(s)/knowledge from degree to employment contexts
- Reflect on your personal and professional development during the internship with a view to ongoing employability
- Presentation is professional and well-timed
- Speaker is clear and engaging
- Slides visually contribute to the presentation
- References are correct and clearly displayed

For a full assessment rubric, please refer to the unit's iLearn page. Assessments standards in this unit align with the University's grade descriptors, see further [here](#).

Students who miss their presentation will forfeit the marks for that assessment. Please refer to the 'Late Submission Penalty' section for details on special consideration. Where a Special Consideration application has been approved, alternative arrangements will be made for the student.

On successful completion you will be able to:

- Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments
- Develop professional, creative, practical and employability skills based on the requirements of the workplace/community/industry
- Communicate media-specific and professional discourse
- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability
- Demonstrate an ability to integrate academic and vocational knowledge in order to maximise personal engagement and achievement in relation to employability
- Reflect on your personal development during the internship and your progression to

employment

Delivery and Resources

Dr Rachael Gunn is the convenor for MAS350: rachael.gunn@mq.edu.au

Dr Iqbal Barkat is the co-ordinator for Community Video Production (CVP) stream: iqbal.barkat@mq.edu.au

For help with placements or PACE related resources, please contact the Faculty of Arts PACE team at: arts.pace@mq.edu.au

The university PACE site can be found at: http://students.mq.edu.au/courses/professional_and_community_engagement/

Unit Schedule

Classes

In addition to the mandatory 45hour (minimum) internship/PACE activity, MAS350 features weekly 1 hour contact time - either a lecture or consultation:

11-12 Friday in Y3A.T1

Lectures will be fortnightly, alternating with consultations with unit and PACE staff - further details will be provided on iLearn.

Lectures will be recorded and available on iLearn. The first lecture is in week one.

Online

Students are expected to regularly visit the unit's iLearn site to ensure they are up to date with unit announcements. Regularly visiting the iLearn site will help you stay in touch with your unit convenor and cohort, and will also enable you to share your placement experiences and assessment queries.

Readings

The MAS350 unit readings are accessed via the library's multi-search system and are listed on iLearn. You will be expected to prepare for classes by reading as well as critically thinking about your placement. The readings are essential preparation for your assignments and in helping you meet the learning outcomes. Students are expected to go beyond the set readings through independent research that is both specific to their area of study and also their placement.

Technology used and required

Computer and Internet access are required. Basic computer skills (e.g., internet browsing) and skills in word processing are also a requirement.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(https://students.mq.edu.au/support/study/student-policy-gateway\)](https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

MMCCS website:

https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application: <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments
- Develop professional, creative, practical and employability skills based on the requirements of the workplace/community/industry

Assessment tasks

- iLearn Diary + Response
- Placement Research Report
- Presentation

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments
- Develop professional, creative, practical and employability skills based on the requirements of the workplace/community/industry
- Communicate media-specific and professional discourse
- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability
- Demonstrate an ability to integrate academic and vocational knowledge in order to maximise personal engagement and achievement in relation to employability
- Reflect on your personal development during the internship and your progression to employment

Assessment tasks

- Resume + Cover Letter
- iLearn Diary + Response
- Placement Research Report

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

Learning outcomes

- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability
- Demonstrate an ability to integrate academic and vocational knowledge in order to maximise personal engagement and achievement in relation to employability
- Reflect on your personal development during the internship and your progression to employment

Assessment tasks

- iLearn Diary + Response
- Placement Research Report
- Presentation

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments
- Communicate media-specific and professional discourse
- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability
- Demonstrate an ability to integrate academic and vocational knowledge in order to maximise personal engagement and achievement in relation to employability

Assessment tasks

- Resume + Cover Letter
- Placement Research Report
- Presentation

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments
- Communicate media-specific and professional discourse
- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability
- Demonstrate an ability to integrate academic and vocational knowledge in order to maximise personal engagement and achievement in relation to employability
- Reflect on your personal development during the internship and your progression to employment

Assessment tasks

- iLearn Diary + Response
- Placement Research Report
- Presentation

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments
- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability
- Demonstrate an ability to integrate academic and vocational knowledge in order to

maximise personal engagement and achievement in relation to employability

- Reflect on your personal development during the internship and your progression to employment

Assessment tasks

- Placement Research Report
- Presentation

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Demonstrate an ability to conduct research that integrates disciplinary knowledge with collaborative learning activities situated in real environments
- Communicate media-specific and professional discourse
- Reflect on your personal development during the internship and your progression to employment

Assessment tasks

- Resume + Cover Letter
- iLearn Diary + Response
- Placement Research Report
- Presentation

Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Communicate media-specific and professional discourse

- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability
- Demonstrate an ability to integrate academic and vocational knowledge in order to maximise personal engagement and achievement in relation to employability
- Reflect on your personal development during the internship and your progression to employment

Assessment tasks

- iLearn Diary + Response
- Placement Research Report

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcomes

- Develop professional, creative, practical and employability skills based on the requirements of the workplace/community/industry
- Connect and translate theoretical ideas and understand these ideas within employment contexts with a view to achieving on-going employability

Changes from Previous Offering

This unit will now hold weekly lectures and consultations in place of the three 2-hour seminars.

The 'Resume and Cover Letter' has replaced the end of semester 'Media Summary/Release' to better enable students to meet the learning outcomes for professional development. It will also reduce the heavy workload at the end of semester.

The word count of the 'Placement Research Report' has increased to allow for greater research and depth.

The 'iLearn Diary + Response' has been reduced from 6 to 4 posts to decrease repetition.

Internship/PACE Activity

MAS350 is a PACE unit, which is intended to provide students with hands-on experience as part of their undergraduate studies. Through project-based and work-integrated learning activities, this unit integrates academic and vocational knowledge in order to maximise students' employability. In order to fulfill the requirements of this unit, students must undertake a 45hour (minimum) internship/PACE activity working under supervision. All MAS350 placements will need

to be approved by the University before students can proceed. Students choose from four options in this unit.

Option One involves student-initiated placements: you have the option of finding your own PACE activity that you can propose to the university for approval.

Option Two involves university-assisted placements: you have the option of organising your placement with the assistance of the university. Students are encouraged to visit the PACE Opportunities page: <http://pace-opportunities.mq.edu.au/uat/en/listing/> (search MAS350 as a keyword). The Arts PACE office will also provide additional assistance and support with the submission of internship applications. If you choose this option, it is imperative that you diligently consult with the PACE staff and provide them with adequate detail so that they can assist you.

Option Three is a group-based on campus project: this option will involve participation in a group project on campus where you will be utilising your media skills to complete a project for a PACE partner organisation. This organisation changes with each semester, and further details will be made available once semester has started.

Option Four is the group-based Community Video Production (CVP) stream: this option is coordinated by Dr Iqbal Barkat, and involves working in groups to produce video content for selected PACE partners. Please ensure you have been in contact with Dr Barkat (iqbal.barkat@mq.edu.au) prior to selecting this option.

NB: All MAS350 placements need to be approved by the University before you can proceed.

Please note: There is no guarantee students will be able to intern at the organization of their choosing. To increase the likelihood of successfully attaining unique and highly sought after internships, the University recommends starting the process as early as possible. Please note that due to various workplace conditions and/or contexts, early (pre-session) commencement may be required.

Forms

All students must complete a *Preference Form* to indicate which of the above options they would like to pursue. This form will be sent to your student email before commencement of semester, and a link will also be available on iLearn. Once this has been submitted, students will then need to complete a *Proposal Form* to outline the type of work involved in the internship. Due to the different types of *Proposal Forms*, the Arts PACE office will email students the correct form based on their submission of the *Preference Form*. The *Preference Form* is due by the end of Week One.

All Placements should be finalised by the end of Week Five, unless you are already in ongoing contact with the Arts PACE Office. Placement dates should not exceed session dates.

It is the student's responsibility to let the Arts PACE Office and unit convenor know if there are any location changes in their placement since the submission of their *Proposal Form*.

For special circumstances, Early Commencement is available <https://staff.mq.edu.au/work/strate>

[gy-planning-and-governance/university-policies-and-procedures/policies/participation_activity](#)

Log Sheet

At the end of your placement, all students must submit a completed log sheet (available on iLearn). This must be signed by the placement supervisor to show you have completed the 45hour minimum requirement. Students must submit their signed log sheet to the assignment submission dropbox on iLearn by 5pm Friday of Week 14.

Late Submission Penalty

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments – e.g. quizzes, online tests.

Students with a pre-existing disability/health condition or prolonged adverse circumstances may be eligible for ongoing assistance and support. Such support is governed by other policies and may be sought and coordinated through Campus Wellbeing and Support Services.