DEPARTMENT OF
Mass Communication

STUDENT HANDBOOK
2011 - 2012 Catalog

ACEJMC accredited

DEPARTMENT OF MASS COMMUNICATION | P.O. Box 2031 Thibodaux, Louisiana 70310
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Hours in the Minor
Hours Per Semester
Course Requirements Outside of the Major or Minor
Arts
Computer Literacy
English
Foreign Language
Health and Physical Education
Humanities
Mathematics
Natural Sciences
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INTRODUCTION

The transition from high school to college can be difficult. One reason is that many beginning students
are confused. They have a lot of unanswered questions. And they need answers to questions they haven’t
even thought of yet. This booklet is designed to make the transition easier by answering many of those
questions.

What is a University Degree?

Nicholls has five degree-granting units, but what is a degree? A college degree is awarded to a student
who has successfully completed an outlined course of study. In other words, it is a certificate signifying
that a student has satisfactorily completed a specified list of classes. There are different types and levels
of college degrees. For example, there are:

**ASSOCIATE DEGREE**
Generally require two years of full-time course work to complete.

**BACHELOR’S DEGREE**
Generally take four years of full-time course work to complete.

**MASTER’S DEGREE**
Generally require two years of work beyond the bachelor’s level.

**DOCTORAL DEGREE**
Require about three years of graduate-level work beyond the master’s degree.

Mass Communication students at Nicholls work toward a Bachelor of Arts degree. The Mass
Communication program is under the direction of the Department of Mass Communication, which is in
the College of Arts and Sciences.

How do I complete my degree program?

The first step is to consult your University Catalog at [http://www.nicholls.edu/catalog/](http://www.nicholls.edu/catalog/) and then on
current catalog. It contains a wealth of information, and consulting it is a must for those who want to
make their journey through college as smooth as possible. Not only does it include information on
financial aid, course descriptions and important university regulations (including student rights and
responsibilities), but it also describes in detail the requirements of the university, college and department
for receiving a degree in your chosen area. Students should study and become familiar with these
requirements. Pay special attention to those courses which require completion of prerequisite classes
before more advanced classes can be taken. For example, MACO 251 must be taken before MACO 252.

Also, it is important that students stay in touch with their adviser, a faculty member who helps students
stay on the most direct track toward completion of their chosen program. Advisers are also the first
people to seek out when problems arise.

Advisers are experienced in helping students work toward a college degree, and it is a good idea to
follow their advice. But remember, they are only advisers, and students must accept some responsibility
in selecting their courses. This booklet has been published to help majors understand the necessary steps
in completing their degree plan. The following sections explain the department’s guiding philosophies,
offer tips on registration, outline graduation requirements and list required courses, among other things.

Achieving a Mass Communication degree is challenging (as are most things worth having), but with
interest and effort, a degree can be earned. There are people and programs in the department and in the
university to help students meet the challenge.
General Tips

1. Independent study and internships must be arranged before registration.
2. Freshman English, mathematics and foreign language courses should be taken in the freshman and sophomore years.
3. Never approach an adviser at the last minute before a registration deadline.
4. Never cut class to keep a registration appointment.

PROGRAM OBJECTIVES

The Mass Communication degree program at Nicholls State University provides professional preparation that emphasizes basic skills. Its objective, reflected in its emphasis on a broad-based liberal arts education, is to prepare students for careers in the communication industry and for life in general.

The faculty believe that success in every area of communication, from newspaper reporting to corporate public relations to broadcast news, begins with strength in the basics. Mass Communication specialties are organized around a core curriculum that emphasizes reporting, interviewing, writing and understanding the role of the media in a modern, complex society.

The emphasis on fundamentals is supported by hands-on laboratory instruction that provides students with situations, experiences and equipment much like those they will find in the working world. The success of Nicholls graduates on the job confirms Nicholls’ belief that mastery of the basics is the correct approach. Employers frequently comment on the ability of Nicholls graduates to fit into their jobs immediately. Many Mass Communication graduates find their studies excellent preparation not only for Mass Communication but also for further education in graduate and professional schools as well as for employment in the world of industry, business, government and communication.

Mass Communication professionals need more than journalistic skills. They also must be well educated in the arts and sciences. At least 65 hours of a Mass Communication major’s course work must be in English, foreign language, literature, history, political science, economics, mathematics, humanities, fine arts and the natural sciences. Eighty-four hours must be completed outside the major.

**TO QUALIFY FOR GRADUATION, STUDENTS MUST COMPLETE**

1. Total number of hours: 120
2. Total number of hours outside of MACO: 84
3. Total number of hours in the traditional arts and sciences: 65
   - Traditional Arts and Sciences defined:
     a. All courses in the College of Arts and Sciences except Computer Science courses
     b. Psychology courses (College of Education)
     c. Economics courses (College of Business)
4. 45 hours (15 courses) of courses at the 300-level or above

**BASIC INFORMATION**

**Minimum Graduation Requirements**

1. To qualify for graduation, majors must complete 120 hours. At least 45 hours must be in courses numbered 300 and above.
2. Mass Communication majors must earn grades of C or better in freshman English and in all required Mass Communication courses. They must also earn a C or better in Mathematics 100 or 101 or 117.
3. Mass Communication majors are limited in the maximum number of hours they may take in a semester. The total is determined by the overall grade-point average (GPA).

<table>
<thead>
<tr>
<th>GPA</th>
<th>Hrs. Per Semester</th>
<th>Summer Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2.0</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>2.0 - 2.5</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>2.6 - 3.0</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>3.1 - 3.5</td>
<td>20*</td>
<td>10</td>
</tr>
<tr>
<td>3.6 - 4.0</td>
<td>21*</td>
<td>12 * Requires approval of adviser &amp; dept. head.</td>
</tr>
</tbody>
</table>

4. No more than 12 hours in MACO courses may be transferred from other institutions.
5. Courses required:
   - **Arts:** Completion of nine semester hours of arts electives from the following courses: Any ART or MUS course, FNAR 105, 301, 302, or SPCH 210, 300 as specified by the major/minor/concentration/certification.
   - **English:** Completion of freshman English courses with at least a C. Students are advised to take English courses taught in a computer lab. They must also complete one of the following sequences, 253/254 or 255/256 or 315/316 for a total of 12 hours of English credit.
   - **Computer Literacy:** Completion of MACO 322 or MACO 362.
   - **Foreign Language:** Completion of six semester hours in one language.
   - **Health and P.E.:** Completion of one 2-hour activity course (which includes personal wellness requirement) from Lifetime Skills, Sport Skills, or Movement Arts Activity Courses or any other H&PE course.
   - **Humanities:** Completion of nine semester hours to include History 101/102 or 105/106 or 150/151 or 160/161 or 255/256 and English Literature at the 200-level or above as specified by the major/concentration/certification.
   - **Mathematics:** Completion of six semester hours from the following sequences: MATH 100/117 or MATH 101/117 or MATH 117/214.
   - **Natural Sciences:** Completion of nine semester hours from physical and biological sciences including a two-semester sequence. Biological sciences include biology; sequences include BIOL 105/106; BIOL 105/108; BIOL 114/116; BIOL 155/156. Physical sciences include astronomy, chemistry, geology, physical science, or physics; sequences include ASTR 101/102; CHEM 101/102; 101/208; 105/106; 221/222. GEOL 101/102; 211/213. PHSC 101/102; 101/103; 102/103. PHYS 101/102; 201/202.
   - **Social Sciences:** Six semester hours from two of the following disciplines: ECON, GEOG, GOVT, PYS, SOCI. Three hours must be at sophomore level or above.
   - **University Studies:** UNIV 101.
MASS COMMUNICATION REQUIREMENTS

Broadcast Journalism, Print Journalism, Public Relations Specialties

The University awards the Bachelor of Arts degree in Mass Communication with a Mass Communication specialty in Broadcast Journalism, Print Journalism or Public Relations to a student who, in addition to satisfying the minimum requirements for graduation from the College of Arts and Sciences, meets the requirements listed below. A student majoring in Mass Communication must complete one of the three specialties to meet degree requirements. Grades of C or better must be earned in all Mass Communication courses. The program requires 84 hours of credit outside of Mass Communication with 65 of those hours being in basic liberal arts and sciences. Mass Communication majors must receive a C or better in both English 101 and 102. GER means General Education Requirements; UR means University Requirement.

FRESMAN YEAR   Hrs.   SOPHOMORE YEAR   Hrs.
ENGL 101,102 (GER) ........................................ 6
Foreign Language Elective .................................... 3
Freshman Studies Course (UR) ................................ 1
HIST Sequence (GER) .................................... 6
MACO 101 .................................................. 3
MACO 251 (GER) ............................................ 3
MACO 252 -- Advanced News Writing ..................... 6
Natural Science Electives (GER) ......................... 6
General Elective* ........................................... 3

31

JUNIOR YEAR   Hrs.   SENIOR YEAR   Hrs.
ART Elective .................................................. 6
MACO 321, 355, 370 .................................... 9
Social Science Elective (GER) ............................ 3
MACO Concentration Courses ......................... 6
MACO 321, 355, 370 .................................... 6
MACO Elective ............................................. 6
MACO Concentration Courses ......................... 6

30

ART Elective (GER) ........................................ 3
HPED Personal Fitness Course ..................................... 2
MACO Elective ............................................. 6
MACO Electives ............................................. 6
MACO Concentration Courses ......................... 6

30

MACO Concentration Course .................................. 3

30

MACO Concentration Course ......................... 6

29

*MACO courses may not be taken as general electives.
** Six hours of Math, at the freshman level or above.
*** ENGL 253/254 or 255/256 or 315/316.

MASS COMMUNICATION CORE COURSES AND SPECIALTIES

REQUIRED OF ALL MAJORS

Every Mass Communication major at Nicholls State University must complete five basic core courses:

MACO 101 -- Survey of Mass Communication
MACO 251 -- News Writing
MACO 321 -- Information Technologies for Mass Communication
MACO 355 -- History and Principles of Mass Communication
MACO 370 -- Mass Communication Law and Ethics

In addition to these courses, every student must complete five additional courses related to his or her Mass Communication specialty. The three specialties are Broadcast Journalism, Print Journalism and Public Relations. The requirements for these specialties include the courses listed below and 6 hours of mass communication electives.

BROADCAST JOURNALISM

MACO 271 -- Broadcast News Writing
MACO 361 -- Television Production
MACO 362 -- Television Workshop
MACO 401 -- Broadcast Journalism
MACO 402 -- Broadcast Journalism Workshop (Capstone course)

PRINT JOURNALISM

MACO 252 -- Advanced News Writing
MACO 322* -- Publication Design for Mass Communication
MACO 326 -- News Editing
MACO 451 -- Feature Writing
MACO 455 -- Public Affairs Reporting (Capstone course)

PUBLIC RELATIONS

MACO 252-- Advanced News Writing
MACO 322 -- Publication Design for Mass Communication
MACO 330 -- Public Relations
MACO 430 -- Public Relations Practice and Case Studies
MACO 440 -- Public Relations Campaigns (Capstone course)

* MACO 322 or MACO 362 satisfies computer literacy requirements (CLR).
**MASS COMMUNICATION COURSES & PREREQUISITE**

<table>
<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
<th>PREREQUISITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MACO 101</td>
<td>Survey of Mass Communication</td>
<td>None</td>
</tr>
<tr>
<td>MACO 251</td>
<td>News Writing</td>
<td>None</td>
</tr>
<tr>
<td>MACO 252</td>
<td>Advanced News Writing</td>
<td>MACO 251</td>
</tr>
<tr>
<td>MACO 261</td>
<td>Photojournalism</td>
<td>None</td>
</tr>
<tr>
<td>MACO 271</td>
<td>Broadcast News Writing</td>
<td>MACO 251</td>
</tr>
<tr>
<td>MACO 317</td>
<td>Public Relations Writing</td>
<td>MACO 251, 252 &amp; SPCH 101</td>
</tr>
<tr>
<td>MACO 321</td>
<td>Information Technologies for Mass Communication</td>
<td>None</td>
</tr>
<tr>
<td>MACO 322*</td>
<td>Publication Design for Mass Communication</td>
<td>None</td>
</tr>
<tr>
<td>MACO 325</td>
<td>Law and Ethics of Mass Communication</td>
<td>None</td>
</tr>
<tr>
<td>MACO 326</td>
<td>News Editing</td>
<td>MACO 252 &amp; Coreq. 322</td>
</tr>
<tr>
<td>MACO 330</td>
<td>Public Relations</td>
<td>None</td>
</tr>
<tr>
<td>MACO 335</td>
<td>History and Principles of Mass Communication</td>
<td>None</td>
</tr>
<tr>
<td>MACO 361</td>
<td>Television Production</td>
<td>None</td>
</tr>
<tr>
<td>MACO 362*</td>
<td>Television Workshop</td>
<td>None</td>
</tr>
<tr>
<td>MACO 370</td>
<td>Law and Ethics of Mass Communication</td>
<td>None</td>
</tr>
<tr>
<td>MACO 380</td>
<td>Advertising Copy and Layout</td>
<td>MACO 322</td>
</tr>
<tr>
<td>MACO 390</td>
<td>Mass Communication Internship</td>
<td>Senior Standing</td>
</tr>
<tr>
<td>MACO 397/398/399</td>
<td>Independent Study</td>
<td>None</td>
</tr>
<tr>
<td>MACO 401</td>
<td>Broadcast Journalism</td>
<td>MACO 361</td>
</tr>
<tr>
<td>MACO 402</td>
<td>Broadcast Journalism Workshop</td>
<td>Credit for or registration in MACO 401</td>
</tr>
<tr>
<td>MACO 430</td>
<td>Public Relations Practice and Cases</td>
<td>MACO 252, 322 &amp; 330</td>
</tr>
<tr>
<td>MACO 440</td>
<td>Public Relations Campaigns</td>
<td>MACO 430</td>
</tr>
<tr>
<td>MACO 451</td>
<td>Feature Writing</td>
<td>MACO 252 or 271</td>
</tr>
<tr>
<td>MACO 453</td>
<td>Media Research</td>
<td>MACO 101</td>
</tr>
<tr>
<td>MACO 455</td>
<td>Public Affairs Reporting</td>
<td>MACO 252 or 271</td>
</tr>
<tr>
<td>MACO 470</td>
<td>Retail Advertising</td>
<td>MACO 380</td>
</tr>
<tr>
<td>MACO 480</td>
<td>Advertising Concepts and Strategies</td>
<td>MACO 380</td>
</tr>
<tr>
<td>MACO 499</td>
<td>Seminar in Contemporary Mass Communication</td>
<td>None</td>
</tr>
</tbody>
</table>

*MACO 322 or MACO 362 satisfies computer literacy requirements (CLR).*

**MASS COMMUNICATION COURSE DESCRIPTIONS**

Students must earn a C or better in each MACO course that serves as a prerequisite for a higher-level MACO course in order to be eligible to take the higher-level course.

101. Survey of Mass Communication. 3-30. Print, broadcast, advertising and public relations and their roles in American society; the concept of freedom of the press; the relationship of press and government and of the press and the public; theory, criticism, problems and ethical concerns of the media. Open to all students. (09.0101)

251. News Writing. 3-30. Prerequisites: Completion of Freshman English and keyboarding skills. Researching and writing news, with emphasis on accuracy, brevity, clarity. (09.0401)

252. Reporting. 3-30. Prerequisite: MACO 251. Advanced newsgathering, news writing and interviewing techniques. (09.0401)

261. Photojournalism. 3-6. Camera techniques and picture editing for publication. (09.0401)

271. Broadcast News Writing. 3-30. Prerequisite: Completion of MACO 251. Lecture and practice in researching, gathering and writing broadcast news. (09.0402)

317. Public Relations Writing. 3-3-0. Prerequisites: Completion of MACO 251 and MACO 252 or MACO 271, and SPCH 101. Fundamentals of public relations writing including news releases, internal communications, and persuasive writing. (09.0902)

321. Information Technologies for Mass Communication. 3-0-3. Prerequisites: Junior standing or eligibility for 300-level courses. Information gathering and production technologies for new media with emphasis on theoretical underpinnings. Software technologies including social media, desktop publishing, photojournalism, web development and video production and their application in mass communication strategies. Open to all students. (09.0401)


322. News Editing. 3-3-0. Prerequisite: MACO 252. Prerequisite or Co-requisite: MACO 322. Fundamentals of editing for newspapers and related publications: layout; copy reading and headline writing. (09.0401)

330. Public Relations. 3-3-0. Effective use of promotion, publicity, advertising research techniques, internal and external publications and the news media. Open to all students. (09.0902)

335. History and Principles of Mass Communication. 3-3-0. The development in the United States of newspapers, magazines, radio, television, advertising and public relations; ethical principles of American journalism. Open to all students. (09.0999)

361. Television Production. 3-3-0. Basic procedures for coordinating cameras, microphones, sets, lights and videotapes. (09.0402)

362. Broadcast Media Workshop. 3-1-4. Practical experience in electronic newsgathering and production techniques. Meets computer literacy requirements. (09.0402)

390. Seminar in Contemporary Mass Communication. 3-3-0. Legal and ethical concerns affecting publishing, advertising, broadcasting and public relations. Open to all students. (09.0101)

390. Advertising Copy and Layout. 3-2-2. Prerequisite: MACO 322. Advertising fundamentals, copy, layout and production. (09.0903)

390. Internship. 3-3-0. Prerequisites: Mass Communication major, junior or senior standing, instructor approval, proof of major and junior standing. (09.0903)

390. Broadcast Media Workshop. 3-3-0. Prerequisites: MACO 251, 252, and 330. Theory, research, concepts, skills and tools of radio and television news media. Open to all students. (09.0903)

401. Broadcast Journalism Workshop. 3-3-0. Prerequisite: MACO 251. Practical experience in radio and television news writing, videotape news story production, and television news graphics production. (09.0402)

430. Public Relations Practice and Case Studies. 3-3-0. Prerequisites: MACO 252, 322, and 330. Theory, research, concepts, case studies, and the execution of regular and special projects. (09.0902)

440. Public Relations Campaigns. 3-3-0. Prerequisite: MACO 430. Planning, researching, developing, executing, analyzing and evaluating public relations campaigns. (09.0902)

451. Feature Writing. 3-1-6. Prerequisite: MACO 252 or 271. Writing feature and special articles for newspapers and magazines. (09.0901)

452. Women and Minorities in the Media. 3-3-0. Prerequisite: Junior Standing. Representation and presentation of women and minorities in the mass media. (09.0902)

452. Media Research. 3-3-0. Prerequisite: MACO 101. Mass communication research methods, including focus groups, surveys, content analysis, statistics, copy testing, audience research, computer application and evaluation. (09.0902)

456. Public Affairs Reporting. 3-3-0. Prerequisite: MACO 252 or 271. Practical application in researching, news gathering and news writing principles with emphasis on public affairs reporting. (09.0401)

480. Advertising Concepts and Strategies. 3-3-0. Prerequisite: MACO 380. Theory, research and analysis of campaigns and media outlets; the execution of regular and special projects. (09.0903)

499. Seminar in Contemporary Mass Communication. 3-3-0. Open to all students. Discussions on various aspects of mass communication. May be repeated for credit if content differs. (09.0902)
### Broadcast Journalism

#### Freshman Year
- **English 101**
- **History**
- **Math**
- **Univ 101**
- **Foreign Language**
- **Natural Sciences**
- **Elective**
- **Government 101**

#### Sophomore Year
- **English 253/255/315**
- **History**
- **Math**
- **SPOK 101**
- **Foreign Language**
- **Natural Sciences**
- **Elective**
- **Government 101**

#### Junior Year
- **MACO 355**
- **MACO 370**
- **MACO 361**
- **MACO 362**
- **Arts Electives**
- **Electives**
- **Social Sciences (200 or above)**
- **Natural Sciences**
- **H. & P. E.**

#### Senior Year
- **MACO 401**
- **MACO 402**
- **MACO Electives**
- **Arts Electives**
- **Electives**
- **Social Sciences (200 or above)**
- **Natural Sciences**
- **H. & P. E.**

### Print Journalism

#### Freshman Year
- **English 101**
- **History**
- **Math**
- **Univ 101**
- **Foreign Language**
- **Natural Sciences**
- **Elective**
- **Government 101**

#### Sophomore Year
- **English 253/255/315**
- **History**
- **Math**
- **SPOK 101**
- **Foreign Language**
- **Natural Sciences**
- **Elective**
- **Government 101**

#### Junior Year
- **MACO 355**
- **MACO 370**
- **MACO 321**
- **MACO 361**
- **Arts Electives**
- **Electives**
- **Social Sciences (200 or above)**
- **Natural Sciences**
- **H. & P. E.**

#### Senior Year
- **MACO 451**
- **MACO 455**
- **MACO Electives**
- **Arts Electives**
- **Electives**
- **Social Sciences (200 or above)**
- **Natural Sciences**
- **H. & P. E.**
In addition to the financial aid and scholarships programs available to the general student body, about $18,000 in scholarships and prizes is awarded annually to full-time majors in Mass Communication. Most awards represent the interest on endowment funds totaling about $400,000 in the custody of the University and the Nicholls Foundation.

**AWARDS**

**BONNIE TOUPS WELLS FEATURE WRITING PRIZE** of $350 is presented each year by the Wells family of Houma to the Mass Communication student who submits the best feature story of at least 1,000 words on any aspect of Louisiana French or Cajun culture. Entries must have been published in a newspaper or magazine on or off campus in the year before Dec. 1.

**ALFRED DELAHAYE AWARD** is presented each year to the outstanding Mass Communication graduate of the academic year. The recipient, chosen by the Mass Communication faculty, receives an engraved plaque and at least $200.

**CLARENCE DOUCET REPORTING AWARD** is presented each year to a Mass Communication major. The award consists of at least $200 and an engraved plaque. A judge determines the winner on the basis of three stories published on or off campus in the year before April 30; an entry consists of one hard-news story, one feature and one story of the entrant’s choice. Doucet was managing editor of the Houma Daily Courier in the 1970s. The award is sponsored by John Gravois, 1980 Mass Communication graduate and government editor of the Fouth Worth Star-Telegram.

**OUTSTANDING GRADUATING SENIOR IN EACH SPECIALTY**. Every spring the faculty in each specialty names the outstanding graduating senior in Broadcast Journalism, Print Journalism and Public Relations.

**SCHOLARSHIPS**

**CONGRESSMAN BILLY TAUZIN SCHOLARSHIP** of $625 a semester is awarded to a sophomore, junior, or senior in Mass Communication specializing in public relations. Applicants must have at least a 3.0 grade-point average, and a recipient must maintain at least that average for the scholarship to be renewed. The scholarship was established by the National Propane Education and Research Council.

**CLAUDIA BONVILLAIN SCHOLARSHIP** of $400 a semester is awarded to an outstanding Mass Communication major who can demonstrate an interest in advertising. It was established by the Houma Courier and Daily Comet.

**WALLS SCHOLARSHIPS** are awarded to Mass Communication students who are high school graduates from Assumption, Lafourche, St. James, St. Mary or Terrebonne parishes, and who are pursuing courses of study in print journalism or advertising. Second priority is given to students of any parish or state. About seven scholarships of $700 a semester are awarded each semester and each is renewable if minimum requirements are met.

**JOHN B. GORDON MEMORIAL SCHOLARSHIP** is awarded to a full-time student specializing in print journalism. First priority goes to students planning newspaper careers and who live in Terrebonne Parish or who are graduates of Terrebonne Parish high schools. Second priority goes to high school graduates from anywhere. A 2.0 grade-point average is required. The scholarship pays about $400 a year.

**HOUMA COURIER - DAILY COMET JOURNALISM SCHOLARSHIP** of $400 a semester is awarded to a Mass Communication major from Assumption, Lafourche, St. James, St. Mary or Terrebonne parish. The award is based on need, scholarship, and demonstrated interest in print journalism.
student portfolio

All Mass Communication majors are required to submit a portfolio in their capstone course (MACO 402/Broadcast; MACO 440/Public Relations; MACO 451/Print). Students should know that the department will retain these portfolios. They should retain a copy for their professional use.

Portfolios will be organized according to the following outline:
- Resume
- Published Work
- Representative Work Within Specialty
- Examples of Mass Media Writing
- Representative Work Across Specialties
- Where appropriate, Examples of Academic Research

These portfolios will be turned in during the second-to-last week of regular classes during the capstone course semester. The faculty as a whole will review each portfolio and complete an assessment form. Prior to the end of the semester, the faculty will meet to discuss findings. The minutes of this meeting will constitute an assessment report, a portion of the department’s overall program assessment process.

The portfolio is the best means by which the department and interviewers can assess the accomplishments and abilities of the professional experience in both laboratory and professional settings. The portfolio is the student’s greatest tool in marketing himself or herself at the time of graduation.

DEPARTMENTAL ORGANIZATIONS

KAPPA TAU ALPHA

The Nicholls chapter of Kappa Tau Alpha invites into membership each fall juniors and seniors who rank in the top 10 percent of their classes academically. The national honor society promotes scholarship in journalism and mass communication.

PUBLIC RELATIONS SOCIETY OF AMERICA

The Nicholls chapter of the Public Relations Society of America, a professional organization, cultivates a mutually advantageous relationship between students and professional public relations practitioners.

RADIO TELEVISION DIGITAL NEWS ASSOCIATION (RTDNA)

The Radio-Television News Directors Association is the world’s largest professional organization devoted exclusively to electronic journalism. RTNDA represents local and network news executives in broadcasting, cable and other electronic media in more than 30 countries.

SOCIETY OF PROFESSIONAL JOURNALISTS

The Society of Professional Journalists (SPJ), a professional journalism organization, works to improve and protect journalism. SPJ welcomes broadcast, print, and public relations students, as well as anyone interested in journalism and a free press.

MACO READING ROOM

The Reading Room in the departmental office area is open to all majors whenever the office itself is open. Majors are encouraged to use the room and its facilities and resources as a little library or as a study hall. More than a dozen magazines and at least four daily newspapers, including current and back issues, are available as well as two computers.

Magazines range from the newsweeklies and professional monthlies to such popular titles as Sports Illustrated and The Christian Science Monitor. The dailies are The Times-Picayune, the Baton Rouge Advocate, The (Houma) Courier and the Thibodaux Daily Comet. New and old dictionaries and miscellaneous reference volumes are also available as well as old Nicholls yearbooks. Also available are student portfolios completed in recent years and back issues of university publications.

ACEJMC COMPLAINTS PROCESS

ACEJMC invites all students and other persons to report incidents in which they can present evidence that a unit has violated accreditation standards. The Council requires administrators of accredited units to inform all students of this invitation. The information must include the address and telephone number of ACEJMC.

Such reports must be made in writing and should be addressed to the president of ACEJMC. ACEJMC maintains records of all complaints it receives and their resolution.

Complaints must be accompanied by documentation showing that: there has been a specific, substantive,
continuing violation of one or more standards, the complainant has exhausted all appropriate local channels for resolution; and there is no current litigation related to the complaint. The Council does not adjudicate, arbitrate or mediate individual faculty or student grievances against a program, nor does it act as a court of appeals in individual matters of admissions, appointment, promotion or dismissal of faculty, staff or students.

Within five (5) days of receipt of a complaint, the president will direct the executive director to invite a response to the complaint from the institution and to gather such other relevant information as the nature of the complaint indicates. No more than thirty (30) days will be allowed for this process. Within ten (10) days of receipt of the response and other information, the president will convene the Executive Committee. The Executive Committee may recommend that the Council: 1) dismiss the complaint; 2) find the unit out of compliance with one or more standards; or 3) find the unit in violation of one or more standards to a degree that requires a change in its accreditation status. The president of the Council will notify the unit and the complainant of the recommendation in writing within ten (10) days.

The Council will consider the complaint, the response, other information, and the recommendation of the Executive Committee at its next regularly scheduled meeting. Decisions of the Council are final. In considering complaints, the Council will give careful attention to due process for both the complainant and the unit. The president of the Council will notify the unit and the complainant in writing of the Council’s decision within ten (10) days of the decision.

The Council also requires all units seeking accreditation to maintain records of student complaints and their resolution. As part of the site visit, a visiting team member examines the unit’s record of student complaints. The Council expects this record to show timely, equitable and fair resolution of student complaints that are pertinent to the unit’s compliance with accreditation standards.

MASS COMMUNICATION FACULTY AND STAFF

CONTACT INFORMATION

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CO-CURRICULAR TRANSCRIPT PROGRAM

Nicholls State University has a Co-Curricular Transcript Program which reflects the student’s involvement in extra-curricular and co-curricular activities as well as honors and awards received each semester of enrollment in the University. The Co-Curricular Transcript is an official university document with an appropriate verification stamp or seal.

The Co-Curricular Transcript program has been implemented at other institutions. The transcript may be submitted for consideration for awards, admission to graduate and professional schools and with employment applications. At Nicholls, it is used to consider students nominated for Hall of Fame, Who’s Who, Mr./Ms. Nicholls, and various scholarships.

Each student is responsible for reporting her/his involvement, awards received, etc. He or she must obtain the signature of the activity adviser in order to verify his/her involvement in the activity. Information will be accepted for the current and previous academic years.

Co-Curricular Activity Reporting Forms (see page 19) may be obtained from Student Affairs or Student Life. Copies of Co-Curricular Transcripts will be available 15 work days after receipt of Co-Curricular Activity Reporting Forms.

Official copies of Co-Curricular Transcripts will be issued upon written request made to the Office of Records and Registration. Transcript Request Forms are available in the office of Records and Registration, as well as on the Nicholls website. There is no charge for transcripts.
The purpose of this report is to create a permanent record of student involvement and achievement outside the classroom. This record will become a transcript that can be requested in the Registrar’s Office.

Co-Curricular Activity Reporting Forms are completed by the student. The student must obtain the signature of the activity advisor in order to verify his/her participation in the activity. List activities and awards by semester from the list presented below.

The University reserves the right to review this report for appropriateness and University relatedness, and may use the report to determine certain awards and honors.

Activities:

SGA: President, Vice President, other members of Executive Board, Senator.
SPA: President, Vice President, At-Large Member, other Executive Board member, Committee chairperson, Committee member.
Peer Assistance: President, Vice President, Director of Insight Theatre, Team Coordinators, team members.
Judicial Board: Chairperson, member.
Student Organizations: President, officer, member.
IFC/Panhellenic: President, officer, committee chair, delegate.
Fraternity/Sorority: President, officer, member.
Student Media: La Pirogue; Nicholls Worth; KNSU; Mosaic; Chez Nous. Editor/manager, Assistant Editor/manager, Business Manager, Staff.
Performing Arts: Theater; Band; Vocal Ensembles; Dance; (student conductor, lead role, stage manager, officer, production staff, performer).
Visual Arts: One Person, Group Show.
Intramural Sports: Participant in one major (flag football, volleyball, basketball, softball) or three minor sports.

Service to the University:

Student Support Staff: Residence Hall Director, Assistant Director, Resident Assistant; Upward Bound staff; Orientation group leader; volunteer tutoring; new-student recruitment activities. Service on University/college/department committees.

Awards/Honors:

Honor Societies: President, officer, member.
Scholarships: Academic, merit based.
Awards: Honors and recognition on campus and off for University-related activities. (Mr/Ms Nicholls, Who’s Who, Student Employee of Year; etc.
Academic Recognition: University, college, department awards; selection to honor society; Author/co-author of publication in refereed journal.
Intramurals: Campus, state, regional, or national championship.
## General Education (GER)
### Core Curriculum Requirements for the Baccalaureate Degree

#### A. Core Proficiencies

<table>
<thead>
<tr>
<th>Effective Communication: Writing</th>
<th>9 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENGL 101 or ENGL 111</strong></td>
<td>(3 hrs.)</td>
</tr>
<tr>
<td><strong>ENGL 102 or ENGL 112. Each student shall fulfill English competency requirements by earning a C or better in 102.</strong></td>
<td>(3 hrs.)</td>
</tr>
</tbody>
</table>

**Writing-intensive course:** From ENGL 264, 266, 310, 366, 368, 468; BSAD 310; MACO 251 as specified by the major/minor/concentration/certification. These courses teach effective writing within a discipline with primary emphasis on the further development of essential writing and reasoning skills necessary for success in students’ academic, personal and professional lives. (3 hrs.)

<table>
<thead>
<tr>
<th>Quantitative Reasoning: Mathematics</th>
<th>6 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>From MATH 100 or MATH 101, or MATH 117, and a mathematics course specified by the major/minor/concentration/certification. MATH 101/117, or MATH 117/101, or MATH 117/214 will satisfy General education requirements. Each student must earn a grade of C or better in MATH 100 or 101 or 117 or earn credit in calculus as part of the fulfillment of the Math competency requirement. Math 117 serves as a prerequisite to MATH 214 only.</strong></td>
<td>(6 hrs.)</td>
</tr>
</tbody>
</table>

#### B. Breadth of Knowledge Areas

<table>
<thead>
<tr>
<th>Fine Arts</th>
<th>3 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>One course from ART, FNAR, MUS, SPCH 300 as specified by the major/minor/concentration/certification</td>
<td>(3 hrs.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Humanities</th>
<th>9 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Hours from HIST 101, 102, 105, 106, 150, 151, 160, 161, 255, or 256 and 3 Hours from Literature or Philosophy at the 200-level or above as specified by the major/minor/concentration/certification. (Literature classes include ENGL 210, 211, 212, 253, 254, 255, 256, 300-301-302, 305, 306, 315, 316, 321, 322, 322, 361, 363, 410, 411, 424, 427, 451, 455, 460, 463, 471, 475, 482, 483; FREN 316, 403; SPAN 351, 355, 401, 402, 405.)</td>
<td>(9 hrs.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Natural Sciences</th>
<th>9 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>From a two-semester sequence in either the area of the biological or the physical sciences as specified by the major/minor/concentration/certification. Biological sciences include biology; sequences include BIOL 105, 106; 105, 108; 114, 116; 155, 156. Physical sciences include astronomy, chemistry, geology, physical science, or physics; sequences include ASTR 101, 102; CHEM 101, 102; 101, 208; 105, 106; 221, 222. GEOL 101, 102; 211, 213. PHSC 101, 102; 101, 103; 102, 103. PHYS 101, 102; 201, 202. One natural science course in an area (biological or physical) other than that selected for the sequence above as specified by the major/minor/concentration/certification.</td>
<td>(6 hrs.)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social and Behavioral Sciences</th>
<th>6 Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>From the following disciplines: ECON, GEOG, GOVT, PSYC, SOCI. Three hours of which must be at Sophomore level or above as specified by the major/minor/concentration/certification.</td>
<td>(6 hrs.)</td>
</tr>
</tbody>
</table>