

DEPARTMENT OF  
**Mass Communication**

NICHOLLS  
STATE UNIVERSITY

# STUDENT HANDBOOK

*2017 - 2018 Catalog*

*ACEJMC accredited*

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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 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/> 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 and mathematics 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 must have a broad-based education. Seventy two hours must be completed outside the major, from areas such as English, foreign language, literature, history, political science, economics, mathematics, humanities, fine arts and the natural sciences.

## TO QUALIFY FOR GRADUATION, STUDENTS MUST COMPLETE

1. Total number of hours: **120**
2. Total number of hours outside of MACO: **72**
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).

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

4. No more than 12 hours in MACO courses may be transferred from other institutions.

5. Courses required:

**Fine Arts:** Completion of three 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 a literature course at 200-level or above as well as a writing intensive at 300-level or above.

**Computer Literacy:** Completion of MACO 322 or MACO 362.

**Humanities:** Three hours GEAC applicable Humanities.

**Mathematics:** Completion of six semester hours including Math 214 and three additional hours.

**Natural Sciences:** Courses from both the biological and physical sciences must be taken to fulfill the natural science requirement. Six hours shall be earned in a single biological or physical science, and three hours must be earned in a natural science area other than that selected to fulfill the six-hour requirement, as specified by the major/minor/concentration/certification.

**Social Sciences:** Six semester hours including GOVT 101 or GOVT 252 and three additional hours at 200-level or above.

**University Studies:** UNIV 101.

# MASS COMMUNICATION REQUIREMENTS

## Journalism and Public Relations Specialties

The University awards the Bachelor of Arts degree in Mass Communication with a Mass Communication specialty in 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 two specialties to meet degree requirements. Grades of C or better must be earned in all Mass Communication courses. The program requires 72 hours of credit outside of Mass Communication. Mass Communication majors must receive a C or better in both English 101 and 102. GER means General Education Requirements; UR means University Requirement.

**\*NOTE:** MACO students must complete a minor in another academic discipline or take 26 hours from a list of approved general electives that must include at least 12 hours at the 300 level or higher.

<b>FRESHMAN YEAR</b>	<b>Hrs.</b>	<b>SOPHOMORE YEAR</b>	<b>Hrs.</b>
MACO 101 .....	3	MACO 230 .....	3
Freshman Studies Course(UR) .....	1	MACO 251 (GER) .....	3
ENGL 101,102 (GER) .....	6	MACO 252 .....	3
HIST (GER) .....	3	MACO Elective .....	3
MATH ** (GER) .....	3	Government 101 or 252.....	3
MATH 214 .....	3	ENGL Literature 200+ (GER) .....	3
Natural Science Electives (GER) .....	6	Natural Science Elective (GER) .....	3
SPCH 101 (OCR).....	3	Minor or Approved Electives* .....	9
Minor or Approved Electives* .....	3		
	<hr/> <b>31</b>		<hr/> <b>30</b>

<b>JUNIOR YEAR</b>	<b>Hrs.</b>	<b>SENIOR YEAR</b>	<b>Hrs.</b>
MACO 321, 355, 370.....	9	MACO 490 .....	3
MACO Concentration Courses .....	6	MACO 390 .....	3
ENGL Writing Intensive 300+ (GER) ..	3	MACO Concentration Courses .....	6
HIST 300+ (GER).....	3	MACO Electives .....	6
Social Science Elective (GER) .....	3	ART Elective (GER).....	3
Minor or Approved Electives* .....	6	Minor or Approved Electives* .....	8
	<hr/> <b>30</b>		<hr/> <b>29</b>

*\*MACO courses may not be taken as general electives and MACO students must take a minor in another academic discipline or take 26 hours from a list of approved general electives that must include at least 12 hours at the 300 level or higher.*

*\*\* Math, at the freshman level or above.*

# MASS COMMUNICATION CORE COURSES AND SPECIALTIES

## REQUIRED OF ALL MAJORS

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

- MACO 101 — Survey of Mass Communication
- MACO 230 — Visual Communication
- MACO 251 — News Writing
- MACO 252 — Reporting
- MACO 321 — Information Technologies for Mass Communication
- MACO 355 — History and Principles of Mass Communication
- MACO 370 — Law and Ethics of Mass Communication
- MACO 390 — Internship
- MACO 490 — Digital Media Convergence (Capstone course)

In addition to these courses, every student must complete four additional courses related to his or her Mass Communication specialty. The two specialties are Journalism and Public Relations. The requirements for these specialties include the courses listed below and 12 hours of mass communication electives.

## JOURNALISM

- MACO 326 — News Editing (*only taught in spring semester*)
- MACO 361 — Television Production (*only taught in fall semester*)
- MACO 451 — Feature Writing (*only taught in fall semester*)
- MACO 455 — Public Affairs Reporting (*only taught in spring semester*)

9 hours of MACO electives

## PUBLIC RELATIONS\*

- MACO 317 — Public Relations Writing (*only taught in fall semester*)
- MACO 330 — Public Relations
- MACO 430 — Public Relations Practice and Case Studies (*only taught in fall semester*)
- MACO 440 — Public Relations Campaigns (*only taught in spring semester*)

\*MACO 330, 430 and 440 MUST be taken in sequence.

9 hours of MACO electives

## MINOR

- MACO 101 — Survey of Mass Communication
- MACO 251 — News Writing
- MACO 370 — Law and Ethics of Mass Communication

9 hours of MACO electives

**MAJORS MUST CHOOSE A MINOR OUTSIDE OF THE MAJOR OR CHOOSE FROM THE FOLLOWING, APPROVED GENERAL ELECTIVES:** NOTE: AT LEAST 12 HOURS MUST BE AT THE 300-LEVEL OR ABOVE

Any Biology, Chemistry, Computer Science, Criminal Justice, Economics, Finance, French, Geography, Government, History, Humanities, Math, Philosophy, Physical Science, Physics, Psychology, Sociology, Spanish or Speech

Any Art or English course at the 200-level or above

Any Fine Arts Course at the 300-level or above

Nursing 307, 311, 352, 360

**PREAPPROVED ELECTIVES FOR MASS COMMUNICATION MAJORS**

**MANAGEMENT**

MNGT 301	Management of Organizational and Behavioral Processes
MNGT 305	Entrepreneurship
MNGT 367	Human Resources Management
MNGT 370	Human Relations and Interpersonal Skills
MNGT 420	Multinational Management
MNGT 470	Organizational Structure and Behavior

**MARKETING**

MKTG 300	Marketing
MKTG 320	Professional Selling
MKTG 360	Customer Behavior
MKTG 450	Advertising
MKTG 470	Services Marketing
MKTG 480	New Product Development

**BUSINESS ADMINISTRATION**

BSAD 101	Introduction to American Business
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**INTERDISCIPLINARY STUDIES**

IDST 201	Bayou Region Field Explorations
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**COMPUTER SCIENCE**

CMPS 125	Introduction to Website Design
CMPS 250	Introduction to Web 2.0 Tools
CMPS 340	Intermediate Website Design
CMPS 470	Website Design Capstone



## MASS COMMUNICATION COURSES & PREREQUISITE

COURSE	TITLE	PREREQUISITE
MACO 101	Survey of Mass Communication	None
MACO 230	Visual Communication	None
MACO 251	News Writing	Freshman English
MACO 252	Reporting	MACO 251
MACO 261	Photojournalism	None
MACO 271	Broadcast News Writing	MACO 251
MACO 317	Public Relations Writing	MACO 251, 252 & SPCH 101
MACO 321*	Information Technologies for Mass Communication	None
MACO 322	Publication Design for Mass Communication	None
MACO 326	News Editing	MACO 252 & 230 or 322
MACO 330	Public Relations	None
MACO 350	Web Design for Mass Communication	None
MACO 355	History and Principles of Mass Communication	None
MACO 361	Television Production	None
MACO 362	Broadcast Media Workshop	None
MACO 370	Law and Ethics of Mass Communication	None
MACO 380	Advertising Copy and Layout	MACO 230 or 322
MACO 390	Internship	Senior Standing
MACO 397/398/399	Independent Study	None
MACO 401	Broadcast Journalism	MACO 361/271
MACO 402	Broadcast Journalism Workshop	Credit for or registration in MACO 401
MACO 430	Public Relations Practice and Case Studies	MACO 252, 230/322 & 330
MACO 440	Public Relations Campaigns	MACO 430
MACO 451	Feature Writing	MACO 252 or 271
MACO 452	Women and Minorities in the Media	Junior Standing
MACO 453	Media Research	MACO 101
MACO 455	Public Affairs Reporting	MACO 252 or 271
MACO 480	Advertising Concepts and Strategies	MACO 380
MACO 490	Digital Media Convergence (capstone)	Final semester
MACO 499	Seminar in Contemporary Mass Communication	None

**\*MACO 321 satisfies computer literacy requirements.**

# 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. 3-3-0. 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, criticisms, problems and ethical concerns of the media. Open to all students. (09.0101)
230. Visual Communication. 3-3-0. Familiarize students with processes for conveying meaning through the use of images and in conjunction with text.
251. News Writing. 3-3-0. Prerequisites: Completion of freshman English and keyboarding skills. Researching and writing news, with emphasis on accuracy, brevity, clarity. (09.0401)
252. Reporting. 3-3-0. Prerequisite: MACO 251. Advanced newsgathering, news writing and interviewing techniques. (09.0401)
261. Photojournalism. 3-0-6. Camera techniques and picture editing for publication. (09.0401)
271. Broadcast News Writing. 3-3-0. 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. Meets computer literacy requirement. Open to all students. (09.0401)
322. Publication Design for Mass Communication. 3-0-3. Emphasis on desktop publishing. Production of publications with a personal computer and laser printer using word processing, media graphics, spreadsheets and interactive page layout. (09.0401)
326. 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)
350. Web Design for Mass Communication. 3-3-0. Explores the fundamentals of design for the Web, working with online content management systems and the computer-based tools used for Web design. The course integrates elements of design with specialized software packages. (09.9999)
355. 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. (09.9999)
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. (09.0402)
370. Law and Ethics of Mass Communication. 3-3-0. Legal and ethical concerns affecting publishing, advertising, broadcasting and public relations. Open to all students. (09.0101)
380. Advertising Copy and Layout. 3-2-2. Prerequisite: MACO 322. Advertising fundamentals, copy, layout and production. (09.0903)
390. Internship. 3-0-10. Prerequisites: Mass Communication major and junior/senior standing. Students intern in a news, public relations or advertising capacity. Must be approved by the department head before registration. S or U is assigned upon completion. (09.9999)
- 397 398 399. Independent Study. 1-0-3. Study or project coordinated by instructor in conference with student. One, two, or all three courses may be taken. Must be approved by the adviser before registration. Can be repeated for credit. (09.0401)
401. Broadcast Journalism. 3-3-0. Prerequisites: MACO 271, 361. Theory, research, concepts, skills and tools basic to radio and television journalism, including news department operation and news program production. (09.0402)
402. Broadcast Journalism Workshop. 3-0-3. Prerequisite: Credit or registration in MACO 401. 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, 230 or 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. (09.0401)
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)
453. 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)
455. Public Affairs Reporting. 3-2-3. 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)
490. Digital Media Convergence. 3-3-0. Theoretical and practical instruction incorporating audio, video, and graphics in a multimedia environment. (09.0102)
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)

## **MACO SCHOLARSHIPS AND AWARDS**

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 Forth Worth Star-Telegram.

**OUTSTANDING GRADUATING SENIOR IN EACH SPECIALTY.** Every spring the faculty in each specialty names the outstanding graduating senior in 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 about \$150 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 \$200 a year.

**JENNIE & CO. FILM PRODUCTION SCHOLARSHIP** is awarded to a minority student in Mass Communication with a concentration in broadcast journalism. It consists of about \$150 a year.



# PUBLIC RELATIONS

	SEM.	GR.	HRS.		SEM.	GR.	HRS.
<b>FRESHMAN YEAR</b>				<b>SOPHOMORE YEAR</b>			
MACO 101				MACO 230			
UNIV 101				MACO 251			
ENGL 101				MACO 252			
ENGL 102				MACO ELECTIVE (3 HOURS)			
HIST							
MATH				GOVT 101 OR GOVT 252			
MATH 214				ENGL LIT 200+			
NATURAL SCIENCE (6 HOURS)				NATURAL SCIENCE (3 HOURS)			
				ELECTIVES (9 HRS FROM MINOR OR APPROVED)			
SPCH 101							
ELECTIVE (3 HRS FROM MINOR OR APPROVED)							

	SEM.	GR.	HRS.		SEM.	GR.	HRS.
<b>JUNIOR YEAR</b>				<b>SENIOR YEAR</b>			
MACO 317 (FALL)				MACO 390			
MACO 321				MACO 430 (FALL) * PR 2			
MACO 330 * PR SEQUENCE 1				MACO 440 (SPRING) *PR 3			
MACO 355 (SPRING)				MACO 490 (LAST SEMESTER)			
MACO 370 (FALL)				MACO ELECTIVES (6 HOURS)			
ENGL WRITING INTENSIVE 300+							
HIST 300+							
SOCIAL SCIENCES (3 HOURS)				ART ELECTIVE (3 HOURS)			
ELECTIVE (2 HRS FROM MINOR OR APPROVED)				ELECTIVES 300+ (9 HRS FROM MINOR OR APPROVED)			
ELECTIVE 300+ (3 HRS FROM MINOR OR APPROVED)							

NEW YORK TIMES FOUNDATION SCHOLARSHIPS are awarded to deserving minority students in print journalism or advertising. The amount is usually about \$400 a semester depending on interest rates.

BOB BLAZIER BROADCAST SCHOLARSHIP is awarded to a full-time Mass Communication junior or senior interested in broadcasting and who has at least a 2.5 GPA. Applicants must demonstrate the hard work ethic exhibited by Bob Blazier, who taught broadcast courses at the time of his death.

LOWREY SCHOLARSHIP of about \$150 a year is awarded to a Mass Communication major on the basis of need, grade-point average and professional potential.

COMMUNITY BANK EXCELLENCE IN MASS COMMUNICATION ENDOWED SCHOLARSHIP is awarded to a Mass Communication major chosen by the University Scholarships Committee after considering applications from entering freshmen who are graduates of a Louisiana high school. The four-year award pays about \$1,000 a semester as long as the recipient is a full-time student in Mass Communication and earns at least a 2.75 grade-point average each semester.

## **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 Digital News Association is the world's largest professional organization devoted exclusively to electronic journalism. RTDNA 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.

## **STUDENT PORTFOLIO**

All Mass Communication majors are required to submit an online portfolio in the capstone course (MACO 490). They should maintain their site for their professional use.

Portfolios will be organized according to the following outline:

Resumé

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 490 course and submitted to the faculty 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.

## **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. The dailies are The Times-Picayune, the New Orleans 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**

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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 18) 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.

**STUDENT LIFE OFFICE  
NICHOLLS STATE UNIVERSITY  
CO-CURRICULAR ACTIVITY REPORTING INSTRUCTIONS**

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.
Intercollegiate Sports:	Athletic team captain, member, student trainer, manager. Cheerleaders, coloneettes: captain, member. Mascot.
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.
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**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

### • EFFECTIVE COMMUNICATION: WRITING

9 HOURS

ENGL 101 or ENGL 111

3 hours

ENGL 102 or ENGL 112. Each student shall fulfill English competency requirements by earning a C or better in 102.

3 hours

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 hours

### • QUANTITATIVE REASONING: MATHEMATICS

6 HOURS

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.

6 hours

## B. BREADTH OF KNOWLEDGE AREAS

### • FINE ARTS

3 HOURS

3 hours (1 course) from ART, FNAR, MUS, SPCH 300 as specified by the major/minor/ concentration/certification

3 hours

### • HUMANITIES

9 HOURS

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, 332, 361, 363, 410, 411, 424, 427, 451, 455, 460, 463, 471, 475, 482, 483; FREN 316, 403; SPAN 351, 355, 401, 402, 405.)

9 hours

### • NATURAL SCIENCES

9 HOURS

Courses from both the biological and physical sciences must be taken to fulfill the natural science requirement. 6 hours in a single biological or physical science.

6 hours

3 hours must be earned in a natural science area other than that selected to fulfill the six-hour requirement, as specified by the major/minor/concentration/ certification.

3 hours

### • SOCIAL AND BEHAVIORAL SCIENCES

6 HOURS

6 hours from the following disciplines: ECON, GEOG, GOVT, PSYC, SOCI. 3 hours must be at sophomore level or above as specified by the major/minor/concentration/ certification.

6 hours