

PUBL90012 Practicum

Credit Points:	25
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2011, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus. On campus
Time Commitment:	Contact Hours: 2 Total Time Commitment: 240
Prerequisites:	Admission to the Master of Publishing and Communications, Master of Global Media Communication
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Hugh McNaughtan
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Subject Overview:	This subject is designed to further develop the skills and extend the experience of those students already in gainful employment in a publishing or communications environment. With the support of the subject co-ordinator and the mentorship of a senior staff member in their place of employment, they will investigate their company's business in order to understand its position within the broader industry, reporting back formally at periodic workshop sessions. As well as taking part in their ongoing day-to-day work, students will undertake a research project of concrete and practical benefit to their organisation. The research topic will be negotiated between the student, the organisation's management or employee's mentor, and the subject co-ordinator. Students will develop skills in conducting effective and timely research, analysis and report-writing, and will also gain deeper insight into a particular model of contemporary publishing and communications practice. They will exercise the skills in writing, editing, print and web production they have developed through their university studies and apply them directly to their current professional environment.
Objectives:	<ul style="list-style-type: none"> # have had an opportunity for reflection and analysis on the culture, conditions and practices of the workplace; # have developed a capacity to critically evaluate their experience and to share their findings through written and oral reports; and # have an extended ability to apply research concepts, frameworks and techniques in a practical setting.
Assessment:	Company description and organisational chart 10% (due early in the semester), project proposal of 1000 words 10% (due mid-late semester), journal and publishing portfolio of 4000 words or equivalent 30% and research report of 5000 words 50% (due end of semester). Students must attend at least 80% of classes to be eligible for assessment. Essays submitted after the due date without an extension will be penalised 2% per day. Essays submitted after two weeks of

	the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.
Prescribed Texts:	A subject reader will be available.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<ul style="list-style-type: none"> # written and oral communication skills through contribution to workshop discussions and participation in workplace-based discussions and reporting sessions; # a capacity for effective teamwork through group discussions and collaboration with the workplace mentor and other staff; # skills in research, including the use of online sources and oral/interview materials as well as published documents; # skills in time management and planning through managing workloads for recommended reading, workshop presentations and assessment requirements; and # a capacity for critical analysis through engagement with and critique of a range of publishing strategies.
Related Course(s):	Master of Global Media Communication Master of Publishing and Communications