



University of Nicosia, Cyprus

Course Code	Course Title	Credits(ECTS)
COMM-540	Practicum	20
Department	Semester	Prerequisites
Communications	Spring	None
Type of Course	Field	Language of Instruction
Required	Communication	English
Level of Course	Year of Study	Lecturer(s)
2 nd Cycle	2 nd	Faculty member
Mode of delivery	Work Placement	Co-requisites
Face-to-face and or Distance-Learning	N/A	N/A

Objectives of the Course:

The main objectives of the course are to:
Give the student the chance to get real exposure to media
Give the student the chance to get real experience to communication practices – i.e. public relations, advertising, publishing, etc.
Enable and empower the student to report on this experience in a convincing, effective and meaningful way, relating theory to practice in the media field

Learning Outcomes:

Upon completion of the course, students are expected to be able to:
Demonstrate an advanced understanding of mass communication processes
Demonstrate improved competence in dealing with media production and consumption.
Comprehend media production as well as to criticize media content in a constructive manner.
Develop a specialty in particular areas, in order to prepare for careers in media research, public relations, journalism, media criticism, advertising, media management and media regulation.
Enhance career development in the media and/or secure high-level employment in media-related professions
Further their theoretical and analytical research competencies by pursuing doctorate studies

Course Contents:

Studying or revising theoretical material associated with the practical work the student is doing.

Supervising and guiding by the responsible lecturer of the student to connect and relate his practical experiences to theoretical principles that regulate or are directing communication practices.

Learning Activities and Teaching Methods:

Meetings with the student to supervise and guide his progress in the paper he has to write .

Assessment Methods:

Presentation of the paper before a three-member committee, answering their questions and discussion of the contents of the paper with the members of the presentation committee.

Required Textbooks/Readings:

Authors	Title	Publisher	Year	ISBN
Books as related to the subject area in which the student is writing his Practicum paper.				

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
As in the Required Textbooks.				