

**BENNETT COLLEGE**

**CATALOG  
ADDENDUM I**

**PUBLISHED**

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## **Catalog Update**

The current 2017-2020 Catalog Addendum is a supplement to the 2017-2020 Academic Catalog for Bennett College. This supplement should be used by all students, staff, faculty, and administration in conjunction with the existing 2017-2020 academic catalog. Additional updates will be made available to students as they become available.

# Course Descriptions

## Journalism and Media Studies Courses

### **JM 101–104 Newspaper Production (1-4)**

Students learn the fundamentals of producing print and online media for campus publications. May be repeated four times for a total of four hours.

### **JM 162 Media & Society (3)**

A survey and media literacy course focusing on the roles of media in society. Students discuss the principles, processes, and practices of print, broadcast, and new media and learn how to critically analyze both images and content.

### **JM 165 Writing Across the Media (3)**

An introduction to basic media writing and editing for print and broadcast journalism, public relations, and new media formats. Course emphasizes fundamental skills required for all media.

### **JM 170 Language Skills for Journalists (3)**

Course provides JMS majors with a foundation for recognizing common problems in media writing and editing, and includes an extensive grammar review. Students apply lessons in weekly written assignments.

### **JM 180 Multimedia Storytelling (1)**

An introductory course to a range of media tools used by journalists, including cameras, audio recorders, software and web-building tools.

**\*\*\*Students who take JM courses at or above the 200 level must have instructor and/or departmental approval, or have completed at least two (2) of the following pre-requisites (or equivalent transfer courses): JM 162 Media Study; JM 180 Multimedia Storytelling; JM 165 Writing Across the Media; JM 170 Language Skills\*\*\***

### **JM 210 Math Tools for Journalists (1)**

Course covers basic math skills for journalists through problem-based exercises and real time hands-on activities.

### **JM 220 Special Topics (3)**

The course investigates mass communications theories, issues, or other subjects of topical importance and interest.

### **JM 251 News Reporting and Writing I (3)**

Lecture/laboratory provides students with the fundamentals of news gathering and news reporting for online and print newspapers. Students are guided in writing good, publishable news leads; using appropriate news style; and applying other basics used in news reporting. Prerequisites: C or better in LW 103 (majors and non-majors)

### **JM 272 Digital Media Writing (3)**

The course provides students with experience preparing material for all forms of digital media production. Emphasis on research, writing for social media, search engine optimization, project development, scheduling, and production.

### **JM 280 Graphic Design in Journalism (3)**

Lecture/laboratory course covers creative and practical aspects of editing, typography, layout, and color theory. Students will use relevant software to design journalistic and marketing projects for print, online and digital environments.

### **JM 281 Copy Editing (3)**

Laboratory course focusing on developing copy editing skills and strategies. Prerequisites: JMS 170 or instructor permission.

### **JM 282 Broadcast Announcing (3)**

Introduction to on-air announcing and news reporting for radio, television, and new media broadcasts.

**JM 290 Radio Production I (3)**

The course covers fundamentals of sound production and audio editing. Students will learn how to gather sound from interviews, events and studio settings to create radio projects, programs, and packaged radio shows.

**JM 294 TV Production I (3)**

The course covers fundamental digital production editing. Students learn how to create professional quality HD video from interview, narrative scenes, local news, area events and virtual studios. They will edit the footage with relevant editing software and learn how to distribute the videos across multiple platforms and file formats.

**JM 300 Social Media Writing (3)**

Course provides students with the skills to write impactful and persuasive messages via various social media platforms. Ethical use of delivering messages and maintaining a professional online presence will be stressed.

**JM 325 Social Media Entrepreneurship (3)**

The course covers the basics tools of utilizing social media platforms to create and promote entrepreneurial ventures and established entities. This course encourages students to use social media platforms to conceptualize original projects and to brand and market the product or venture.

**JM 326 Advertising, Media Sales & Marketing (3)**

The course covers the basic tools and core concepts of strategic marketing communication and the elements necessary to build long-term relationships with clients. Students gain a perspective on the impact and influence of advertising and learn techniques for promoting and selling products and services.

**JM 330 Photojournalism & Digital Design (3)**

Lecture/laboratory course introduces students to the digital photography tools used by journalists and media practitioner's. Students learn how to create photos that are both aesthetic and newsworthy through practical hands-on experience with HD DSLR cameras and photo-editing software.

**JM 352 News Reporting and Writing II (3)**

Lecture/laboratory course in which students practice advanced techniques in news gathering and writing for media publications. Emphasis on beat and feature assignments and interviewing techniques. Prerequisite: JMS 251

**JM 359 Topical Seminar (3)**

The course offers practical, hands-on experience in conceiving and creating media projects related to topics of interest.

**JM 360 Feature Writing (3)**

Students gain practical experience researching, interviewing, and applying creative writing techniques for newspapers, magazines, and online media features. Emphasis is on the writing process, audience analysis, topic selection, story development, news style, editing, and revision. Non-majors should have a foundation in writing nonfiction and/or news writing and reporting. Prerequisite: C or better in JMS 251 (JMS majors) or instructor permission

**JM 361 Public Relations I (3)**

Students are introduced to theories and principles of public relations, along with the roles and responsibilities of professionals working in public relations related disciplines. Students examine industry regulations, societal implications, and strategic planning processes associated with public relations campaigns and programs.

**JM 362 Scriptwriting and Production (3)**

Advanced instruction on structuring a short narrative script about a historical or fictional subject. Students explore story structure and create an audio/video projects based on their original scripts.

**JM 363 Opinion Writing (3)**

Students learn writing techniques used to write persuasive and opinion pieces—including reviews, editorials, columns, blog posts and journalistic essays for all media formats. Emphasis on news analysis and critical thinking as related to current events and social policy.

**JM 365 Research and Information Gathering (3)**

The course is designed to teach search strategies for gathering information ethically and legally from a variety of sources: libraries, databases, institutions, polls/surveys, and people. Students employ critical thinking skills to evaluate, select, synthesize,

organize, edit, and present information.

**JM 366 or 467 Journalism/Media Internship (variable credit 1-3 hours)**

Supervised journalism/media practices during fall and spring semesters and summer break. JMS majors are provided an opportunity to hone skills and acquire practical media experience off campus and at professional organizations including radio and television stations; newspapers, magazines and online publications and in media positions in government, nonprofit and other organizations. JMS majors required to intern at the site for a minimum of 100 hours for 1-credit, 150 hours for 2-credits and 200 hours for 3- credits. Prerequisites: JMS internship coordinator approval. Each JMS internship may be repeated once for additional credit to satisfy JMS elective requirements.

**JM 380 Media Diversity (3)**

The course examines the participation and portrayals of diverse populations in broadcast, print, new media, advertising, film, and media research. Coursework includes readings, discussion, and critical writing exercises.

**JM 381 Media Project Design & Publishing (3)**

The digital publishing course is designed to help you to understand the history and evolution of publishing, to be up-to-date on industry trends and to consider and anticipate what trends may emerge. Ideally, YOU will be at the edge of setting those trends by evaluating reader needs and experiences, and thinking creatively about how to best deliver material to inform and entertain consumers in the most effective ways.

**JM 391 Radio Production II (3)**

Advanced lecture/laboratory course on sound production techniques, editing, and programming, and distribution in digital and traditional media formats.

Students will work on individual and group productions.

**JM 395 TV Production II (3)**

Advanced practices of media production. Students are required to produce individual projects and team productions. Production activities include PSAs, commercials, documentaries, short narrative films, public affairs, and other programming.

**JM 402 Media Law and Ethics (3)**

The course offers a media overview of the legal concepts and issues important to the media professional with a special focus on roles, rights, and responsibilities in an evolving media environment. The course examines key ethical issues confronting journalists. Students examine ethical decision-making models and their applications and gain an understanding of the underlying ethical theories and guiding principles journalists use in their work. Prerequisite: junior standing or instructor permission

**JM 407 Senior Capstone (3)**

The course focuses on assisting students in organizing their portfolios to fulfill the JMS Portfolio Graduation Requirement, graduation and career search and a senior “thesis” project.

**JM 415 International Media (3)**

Provides an overview of various media systems from around the world and compares and contrasts them with U.S. media. Analyses include basic concepts underlying theory and practice of media impact on cultures of originating countries and regions; government laws and regulations as they apply to media; and media trends and formats (i.e., radio, television, print, and online). Different media systems may be examined each time course is offered. Prerequisite: junior status (JMS majors) or instructor permission

**JM 440 Media Business (3)**

Seminar provides information about media organizations with emphasis on management, new media technology, career opportunities, sales and marketing, and audience development and measurement. Requirements include a major project.

**JM 450 Social Justice Reporting (3)**

Advanced instruction in media reporting local, state, and federal government; politics, finance, labor; social policy, and environmental issues. Emphasis on investigating current or real-time news as they impact social issues.

**JM 459–460 Independent Study (3)**

Individual research and writing projects on media topics. Prerequisites: junior/senior standing, minimum 2.80 GPA, topic approval by major professor, academic advisor, and department chair

**JM 493 Advanced Production (3)**

An advanced course to increase student proficiency in production and editing. Coursework requires students to make ethical, legal, and aesthetic decisions regarding content and programming. Students are taught advanced editing techniques. Course requirement includes an audio or video portfolio.

**JM 469 Media Management (3)**

Course focuses on the mass media as businesses. Students examine business issues, business techniques, business practices, and business challenges facing media organizations and the people who manage media organizations. Students use case analysis, discussion, and practical research on real business problems or issues

**JM 497 Media History and Criticism (3)**

Course introduces analytical approaches to studying media through genre and/or historical formats. Emphasis on inspiring students to think critically and to develop strong analytical and creative writing skills. Prerequisite: junior standing or instructor permission

**JM 498 Mass Communication Theory (3)**

Introductory course provides an overview of various mass communications theories. Prerequisite: senior standing or instructor permission

**JM 499 Mass Communication Research (3)**

Introductory course provides an overview of various social science methodologies used in mass communication research. Quantitative and qualitative methodologies. Research techniques include content analysis and survey research methodology. Students required to complete a pilot research project. Prerequisite: senior standing or instructor permission

**Political Science Courses****PO 213 State and Local Government (3)**

A study of state governments and local governments, their constitutions and the systems of laws, ordinances, and codes that each of the fifty states and the many municipal corporations established. Also the study of dual citizenship of residents of USA and the many problems of intergovernmental relations and differing state policies.

**Social Work Courses****SW 247 Social Work Diversity Issues & Social Justice (3) (formerly SW 247 Human Diversity)**

Focuses on the dynamics and consequences of discrimination, economic deprivation, and oppression of people of color, women, gays, and lesbian persons, people with physical disabilities, Latinos, Asian-Americans, Native Americans, and other populations-at-risk. This course emphasizes the development and understanding of diverse social identities including those based on class, race, ethnicity, sexuality, age, ability, gender, migration and immigration. Course material will examine the ways in which oppression and discrimination are institutionalized in the various sectors of American society in forms such as sexism, racism, classism, ageism, and heterosexism. The course will explore personal and professional beliefs, values, and norms of culturally different clients and the use of culture in formulating generalist practice interventions. The course will investigate the use of culture in formulating generalist social work practice interventions. The NASW Code of Ethics will also be discussed and how it applies to working with oppressed and diverse populations. Prerequisites: SO 201, SW 203. Prerequisite or Corequisite: PS 101

**SW 333 Services to Older Adults (3) (formerly SW 333 Older Adults)**

Examination and assessment of services, policies, and programs for the elderly. This course will address some of the most salient issues facing social workers and health care providers in the 21st century as the older adult population in the United States undergoes unprecedented growth, especially among populations of color. This increase in the older adult population will result in a corresponding rise of multigenerational families and relationships. Through both formal and non-formal interactions, people of different generations will be increasingly called upon to assist one another financially, emotionally, physically, and in other ways. Are we prepared to address the wide-ranging needs of an older adult population? Do we, as a society, genuinely regard older adults as valuable human resources? Prerequisite: SW 203, SW 247

**SW 401 Social Work Practice – Practice III – Individuals & Families (3) (formerly SW 306 Social Work Practice I – Group Process & Practice)**

The course focuses on developing practice knowledge and skills to create a professional helping relationship and intervene

appropriately as an entry-level generalist practitioner with an emphasis on individuals and families. Content includes social work roles and functions, theoretical frameworks for social work practice, values and ethics, a review of interviewing and communication skills, intake and engagement, data collection and assessment, planning and contracting with the client system, selected intervention strategies and techniques, evaluation and termination. Workload management, use of forms and instruments, and record keeping are introduced. Students will learn about the various forms of information technology for increasing social work practice effectiveness and workload efficiency. Prerequisites: SW 203, SW 247, SW 301, SW 306, SW 346 and admission into program.

#### **SW 402 Social Work Practice IV – Communities & Organizations (Macro Practice) (3) (formerly SW 402 Practice II)**

This course focuses on theories, concepts and practice skills, including evaluation, relating to work with organizations and community-based program planning. Entry-level generalist social work practitioners work not only with individuals and families, but also with groups, organizations and communities. It is therefore, important to develop a wide range of skills and strategies for interventions with diverse and oppressed populations including women, minorities of color, gays and lesbians, the poor. Prerequisites: SW 203, SW 247, SW 301, SW 306, SW 346, SW 397, SW 401 and admission into program.

#### **SW 403 Child Welfare (3)**

This course is designed to provide students with a historical overview of child welfare services from a theoretical and practice perspective. It is also designed to provide practice knowledge and skills for students preparing for positions in public child welfare and other child serving organizations. Policies, programs, and issues relating to the child welfare system are examined, including protective services, out-of-home placements, adoption, etc. Services are also discussed in light of their provision to a variety of diverse populations. The competencies taught in the course will give students a better understand of the child welfare system and its services in North Carolina. The course will acquaint students with the tools and techniques necessary to enhance their ability to think critically in a variety of situations and experiences. **Pre-requisites:** Students must have passed all core social work courses with a “C” or better. Core courses are SW 203, 247, 254, 301, 306, 346, 361, 397, 398, 401. Must also be a Social Work major. **Co-requisites:** SW 402

#### **SW 410 Field Practicum & Seminar (12) (formerly SW 410 Field Instruction)**

Placement in a supervised setting that provides Social Work services to individuals, groups, communities, or organizations (or any combination) for at least 500 clock hours during the semester and for the purpose of professional socialization and practice skills development. In this seminar, classroom discussion will focus on generalist social work practice with special emphasis on the micro and mezzo levels of social work practice. Students will explore how to meet client needs using the relationship building, interviewing, problem-solving skills and critical thinking skills acquired in previous courses. Populations vulnerable to oppression due to gender, race, ethnicity, age, sexual orientation or disability will be emphasized in class exercises and discussion. The application of social work ethics in work with individuals, families and groups will be addressed. Prerequisite: All major requirements and admission into program.

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## **Social Work**

The Bachelor’s degree program in Social Work (B.S.W.) is designed to prepare majors for professional, entry-level generalist social work practice and graduate study. With a liberal arts perspective and knowledge base and buttressed by professional foundation of social work knowledge, values and skills, the B.S.W. program is Bennett’s singular academic area for the preparation of trained social and human service professionals who work with individuals, families, groups, communities, and organizations, for resolution or modification of social problems.

The Social Work program requires a sophomore volunteer experience and senior level field practicum and has an admissions process, which is described in “Engagement,” the Social Work Program Student Handbook. A grade of C or above must be earned in the core Social Work courses. The B.S.W. program is accredited by the Council on Social Work Education (CSWE) (through 2019). A GPA of 2.50 is required for admission to the Social Work program. There is no academic credit for life experience.

### **Core Courses for Major In Social Work**

SW 203	Introduction to Social Work	3
SW 247	Social Work Diversity Issues and Social Justice	3
SW 254	Social Statistics	3
SW 301	Social Welfare I – Social Programs, Legislation & Policy	3
SW 306	Social Work Practice I – Group Process & Practice	3
SW 333	Services for the Elderly	3
SW 346	Social Work Practice II – Interviewing and Recording	3
SW 361	Social Welfare II – Policy and Legislation Analysis	3
SW 397	Human Behavior and the Social Environment I	3
SW 398	Human Behavior and the Social Environment II	3
SW 401	Social Work Practice III – Individuals & Families	3
SW 402	Social Work Practice IV – Communities & Organizations	3
SW 403	Child Welfare	3
SW 405	Research Methods and Design	3
SW 409	Orientation to Field	1
SW 410	Field Practicum and Seminar	12

## **Department Mission Statement**

The mission of the Social Work Program is to prepare ethically competent professional entry-level generalist practitioners for the reduction of social and economic injustice, the advancement of human rights and the enhancement of human and community well-being, the promotion of scientific inquiry, life-long learning, and the development of social work values and ethics within the liberal arts education using a person-in-environment framework. The program is committed to public service, to respect the dignity and worth of the person, the elimination of poverty and the enhancement of the quality of life for all persons locally and globally.

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## **Lab Fees**

### **Biology Lab Fees**

Biology students are subjected to fees associated with the following courses:

BI 100, BI 101, BI 102, BI 225, BI 304, BI 305, BI 321, BI 322, BI 326, BI 328, BI 403, BI 423, BI 424, and BI 427

### **Social Work Lab Fees**

Social Work students are required to pay lab fees in the SW 410 Field Practicum and Seminar course.

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## **Application Procedure for Transfer Students**

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A complete admissions application for transfer students consists of the following:

1. A completed admissions application.
2. A NON-REFUNDABLE application fee must be submitted with application.



3. An official transcript for each college and/or university attended.
  4. An official high school transcript or GED certificate with graduation date included. The official high school transcript must be mailed directly to: Bennett College, Office of Admissions, 900 E. Washington Street, Greensboro, NC 27401.
  5. ~~SAT/ACT score report (applicants 24 years or older who have not taken SAT/ACT are ineligible to test)~~
  6. Optional personal statement.
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## **Academic Records of Returning Students**

### **Academic Records of Returning Students**

If a student who has left the college returns within a two-year period after her last semester of previous enrollment, evaluation of her academic credits from her first enrollment will reflect the requirements that were in force at the time of her leaving. If a period greater than two years has lapsed since her last semester at Bennett, her academic credit evaluation will reflect the academic requirements of the current curriculum pattern for the desired major. The student will be held to all policies and procedures as outlined in the current academic catalog.

## **ACADEMIC AFFAIRS**

### **Semester Format and Definition of Credit Hour Policies**

Most U.S. higher education institutions operate on an academic year divided into two equal semesters of 15-17 weeks' duration, a winter session and summer session. Bennett College recognizes the academic year as divided into semesters of relatively equal periods (Fall and Spring) with each semester containing 16 weeks. The terms within each semester are a unique and innovative method of course offering lengths at Bennett College. Students who are working professionals often find it easier to balance their study time with other outside demands by enrolling in terms.

Bennett College's academic year is divided into three semesters containing several terms of varying lengths to provide flexibility in the scheduling of courses.

Federal Definition of the Credit Hour

### **Federal Definition of the Credit Hour.**

For purposes of the application of this policy and in accord with federal regulations, a credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates

1. Not less than one hour of classroom or direct faculty instruction and a minimum of two hours out of class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit, or the equivalent amount of work over a different amount of time, or
2. At least an equivalent amount of work as required outlined in item 1 above for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours. (SACSCOC Credit Hours Policy, Edited, January 2012).

### **Semester Credit Hour Definition**

One semester credit hour will be awarded for a minimum of 750 minutes of formalized instruction that typically requires students to work at out-of-class assignments an average of twice the amount of time as the amount of formalized instruction (1,500 minutes). It is acknowledged that formalized instruction may take place in a variety of modes. While awarding semester credit hours typically occurs for instruction delivered in accordance with an institution's standard semester calendar, it may also occur for instruction that may not follow the typical pattern of an institution's standard semester calendar as long as the criteria for awarding such credit is met.

These procedures are for all students who are registered within courses at Bennett College. Courses offered for credit by Bennett College may be taught in formats shorter than semester length, with proper safeguards of quality. To earn a comparable unit of credit, class meeting times are adjusted during the abbreviated terms. Semesters I (Fall) and II (Spring) are approximately thirty-two weeks in total length. Each semester is sixteen weeks in length. Also, within the same semester, it can include two terms, Terms 1 and 2 of approximately eight weeks in length. Semester III (Summer) is approximately ten weeks in length. Semester III includes Session 1, which is ten weeks in length, and Sessions 2 and 3 which are five weeks in length. If recommended by the departmental area to offer the course, and approved through the administrative channels, the shortened course procedure is as follows:

- a) The semester hour system is based upon one contact hour per week (50 minutes of instruction) or its equivalent for a semester of 16 instructional weeks. Instructional hours for the shortened format courses generally maintain this standard, and any deviation must be approved through regular channels. Thus, a three-credit-hour course must have 45 contact hours.
- b) Any regular credit course may be taught in the summer term, utilizing the extended class periods applicable to summer.
- c) Courses to be offered in shortened format must have prior approval at departmental or area and College levels.
- d) Department chairpersons and area coordinators must formally advise their respective deans of courses to be taught in shortened format each semester.
- e) It is recognized that not all courses are appropriate for shortened format. Before developing such shortened courses, the department or area proposing short courses should take into consideration such factors as amount of reading and analysis required, maturity of students, need for concentrated immersion in subject, and, in general, the nature of the learning required.
- f) Admission to short courses follows standards for all regular credit courses. Administrative issues such as the use of different drop and withdrawal dates, refunds, and grading must be established prior to the beginning of any course.

## GRADUATION REQUIREMENTS

Each senior must take the Proficiency Profile for an assessment clearance, if she has not taken the test as a junior within the past two years. The Proficiency Profile assessment measures a student's basic academic skills such as critical thinking, reading, writing and mathematics. Most likely, you took this test as a first-year or transfer student at Bennett College. More information about this assessment is detailed at the link: <http://www.ets.org/proficiencyprofile/about>.

Some students may **also have** to take a Major Field Test for clearance. These tests are **only** required for those majoring in biology, business administration, chemistry, computer science, English, mathematics, political science and psychology. Major Field Tests cover content taught in courses associated with your major

program. You may use the following link to access more information about these tests: <http://www.ets.org/mft/about>.

Proficiency Profile (PP) and Major Field Test (MFT) are not graded on a pass/fail basis, and your scores will not affect your academic standing or your ability to graduate in December.

You should allow one hour for completion of the Proficiency Profile, and two hours for completion of a Major Field Test. If you are a double major **and** both majors require a Major Field Test, then you must take both MFTs.

If you need **disability accommodations**, please respond to the Office of Institutional Effectiveness at [ier@bennett.edu](mailto:ier@bennett.edu).