Mass Communication Portfolio FAQ

What is a portfolio?
The portfolio is a set of up to four items that each student submits to show competence in two categories: written communication and visual communication.

What are the requirements of the portfolio?
Students must submit two examples for each category. They may use the same item for both categories.

Do I have to submit a portfolio?
Yes, submitting a portfolio is a requirement to pass the Internship course. The Internship course is required for graduation. Therefore, if you want to graduate you must submit a portfolio.

Why is this a requirement to graduate?
The Mass Communication Department needs to assess whether students are learning core competencies in the field of mass communication as part of MSU’s accreditation requirements. Accreditation is important. Without it, (1) MSU students would not be eligible to receive federal financial aid (federal grants and loans) and (2) credits from MSU would not transfer to other institutions.

What good is the portfolio to me?
Your portfolio can help you get a job. Some jobs require work samples with the initial application/resume. Telling an interviewer that you can write a good story is not the same as showing the interviewer good stories you have written. The same concept applies with other works that you create. You elevate yourself to a higher playing field when you demonstrate your talents by showing examples of your work instead of just talking about them.

Can a bad portfolio prevent me from graduating?
Yes. However, you can revise and resubmit.

When is the portfolio due?
Beginning in Spring 2012, the portfolio is due during your Internship course. IF you took your Internship course BEFORE Spring 2012, the following applies:
Spring semester graduates: Due to Professor Sernoe the previous October 1.
Fall semester graduates: Due to Professor Sernoe the previous March 1.
Before submitting your portfolio, you are highly encouraged to review your portfolio with your advisor.

What type of work can I include in my portfolio?
You may use materials created for past course work (even in other majors—but work must illustrate a mass communication competency), for current course work, in internships, for outside-of-class projects, or you may create something new for your portfolio. Here are some examples:
- Wichitan articles
- PR/Advertising campaign materials
- videos from Campus Watch
- videos from production classes
- items created for an internship
- items from writing classes
- research papers
- photos
- Web pages
- design course projects

What if I want to submit an item not in the list above?
Check with your advisor if your item isn’t in the list above. Your advisor may need to get back to you with an answer. As new questions come up, the faculty will discuss and agree upon an answer. Please be patient while you are waiting for an answer – the extra time required for this discussion will help prevent confusion or conflicting answers.

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