Syllabus - Communication 417 - Communication Internship

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Internships are among the most valuable learning experiences students can have while enrolled at the University of Louisville. By working part-time in an organization related to a student's career plans, individuals gain experience and status essential for future success. Students can apply classroom learning, think critically, make essential networking contacts, and affirm (or refute) career plans. U of L Communication students intern in corporate settings, advertising and public relations agencies, radio and television stations, magazines, newspapers, non-profit organizations, small businesses, and more.

Students receive three credit hours (summer, spring, or fall) by working a minimum of 200 hours over a period of time (usually at least two months), paid or non-paid. Students accepted into the program enroll in Communication 417. The grade for the internship is determined by the quality of materials submitted at the end of the semester (detailed below) and by an evaluation from the supervisor at the place of employment. This supervisor must hold a position typically involving supervisory responsibilities. Approved positions must include active, substantive supervision so that the student learns from a professional in the field.

Student internships for credit must be approved <u>in advance</u> by the Internship Director. To avoid disappointment, students should obtain the Internship Director's approval for positions they seek, **<u>PRIOR</u>** to applying for credit. Internship positions must provide substantive, meaningful, new experiences to students in **an organization with which the student has not had previous contact** so that the student can have an independent learning experience that includes training and socialization into a new work environment. Accordingly, the Department of Communication will not grant internship credit for past work performance. In addition, students may not do internships for academic credit with organizations for which they have previously worked (or are currently working), with family-owned/managed companies, or under the direction of relatives. Internships typically run over the course of an academic semester or the summer months, but they may also overlap semesters through prior arrangements with the Internship Director.

Three-hour credit internships for Comm 417 require a minimum of 90 previous credit hours so that students are prepared for their positions and benefit from the experience in terms of applied learning and critical thinking. In addition, each internship will have a prerequisite Communication course(s) as outlined on the next page.

Internships are not merely "part-time" jobs or typical college courses. They are professional learning experiences similar to student teaching. As such, interns have academic responsibilities and obligations to the organization employing them.

A Student intern is expected to maintain a high standard of mature and professional conduct as a representative of the Department of Communication and the University of Louisville.

Learning Outcomes:

* Apply relevant Communication concepts and theories in the field
* Think critically to solve authentic problems in the field
* Reflect on the experience
* Demonstrate use of Communication discipline knowledge

Internship Prerequisites:

To receive academic credit, students must be approved for Communication 417 by the Internship Director. Applicants must meet the following requirements to be approved for academic credit:

1. Minimum of 90 earned credit hours (and for transfer students compliance with College of Arts and Sciences guidelines: must have completed a minimum of one full semester of academic work at UofL-12 hours).
2. Minimum overall GPA of 2.5.
3. Academic experience/training in the area of the internship. The following Communication courses meet this requirement for each field as noted:
   - *Advertising*: 342 (Strategic Communication)
   - *Broadcast News/Sports/Production*: 335 (Video Communication)
   - *Human Resources*: 313 (Organizational Communication) and 315 (Interpersonal Communication)
   - *Internet/World Wide Web*: 360 (Web Site Development)
   - *Print Journalism*: 320 (Newswriting) or 323 (Magazine & Feature Writing)
   - *Public Relations/Promotions*: 342 (Strategic Communication)
   - *Sales:* 304 (Argument in Everyday Life) or 311 (Persuasion) and 315 (Interpersonal Communication)
   - *Social Media*: 333 (Social Media, Mobile Technologies, and Strategic Communications)

The internship director will consider prerequisites for other types of positions on a case-by-case basis.

Internship application procedures:

1. Fill out an internship application online. (http://commcourses.com/internships/) or print out the application at the end of this document and email it to al@louisville.edu

2. Email a current resume and unofficial transcript to al@louisville.edu

3. Obtain Internship Director's approval for credit and register for the course. You'll be notified when you are approved to proceed with telephone registration for this course.

4. Obtain your position and get approval from the Internship Director PRIOR to starting the position. It is the student's responsibility to obtain a position that the Department will approve. The Department and Internship Director do not obtain positions for students.

5. Meet with the Internship Director, face-to-face or via ZOOM, before starting the internship.

Internship course requirements:

Once approved for the program, obtained a position, and met with the director, you are ready to start work. To get academic credit at the end of the semester, you'll need to turn in the following items to the Internship Director.

1. **An internship contract** serves as the formal agreement between you, the sponsoring organization, and the Department of Communication Internship Director. It also provides a basis for the evaluation of your performance during the internship. This type contract will be signed and dated once all parties agree to its contents.

2. **A work log** summarizing daily activities, project progress, likes and dislikes, observations, accomplishments, and lessons learned. This document should make overt connections between work activities and Communication concepts/courses. You should begin this document immediately when you start work and then get into the habit of updating it (like a diary) daily. You might want to open a word processing file on a USB drive and use that as your work log diary.

3. **A portfolio of work completed** while on the internship. Includes written content and evidence of events/materials/presentations that you coordinate or are involved with in some manner. You may re-obtain this portfolio after the Director has reviewed your materials.

4. **A 6+ page, double-spaced report/essay** that summarizes your internship experience.

Grade:

Your grade for the internship will be determined as follows:

* Supervisor Evaluation: 50%
* Reflective Final Paper: 20%
* Work Diary: 10%
* Portfolio: 10%
* Professionalism: 10%

Obtaining your internship:

Use all available means/resources. Check with the University of Louisville Department of Communication Web site (http://commcourses.com/internship/) and subscribe to our Comm-Announce email newsletter (check the Department Web site to subscribe). Other openings may be available through the Cards Career Link system operated by UofL Career Services (louisville.edu/career)

You are encouraged to use your own resources, contacts, and ingenuity to obtain internships. You are encouraged to seek an internship by independently and aggressively targeting a group of companies/agencies/media outlets for internship positions. Be sure to consult with the Director to ensure the position you seek will be approved.

Positions should be sought a minimum of 6 weeks before the desired start of the internship and, in some cases longer (TV stations and ad agencies, for example). However, this course is flexible, unlike any other class that you've had at UofL. Suppose you do not obtain a position until several weeks into the semester. In that case, you are allowed to work in a job after the conclusion of the semester to meet the minimum 200 work hour work guideline.

Regardless of the source for an internship**, <u>a detailed job description must be approved in advance</u>** by the Internship Director before a student starts earning academic credit.

Title IX/Clery Act Notification:

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain confidential support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

Disclosure to University faculty or instructors of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is not confidential under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

For more information, see the Sexual Misconduct Resource Guide: (http://louisville.edu/hr/employeerelations/sexual-misconduct-brochure).

Communication 417 (3-hour credit) - Internship Application

(Turn this application in with a resume and unofficial transcript to al@louisville.edu)

Name: _____

Local Address: _____

City/State/Zip Code: _____

Phone(s): _____

E-mail Address: _____

Student ID #: _____

When do you plan to graduate: _____ BA or BS Communication Degree: _____

When do you plan to do your internship: _____

Have you done a previous internship: _____

Number of credit hours you desire from an internship: _____ Overall GPA?: _____

What kind of internship are you interested in? _____

_____

_____

Don't write in the spaces below – For office use only:

- Resume _____
- Grade/file check _____
- Approved for credit _____ Rejected for credit _____
- Forward registration authorization _____
- Registered _____ • Requirements and A& S Contract to student _____
- Position secured _____ Employer _____ Dates _____
- Contract Draft _____ • Contract Final/Signed _____ • A & S Contract Form Signed _____
- Confirmation letter to employer _____
- Evaluation to employer _____
- Paper specifications to student _____ • Confirmed _____
- Evaluation received _____
- Student paper received _____ Worklog/diary _____ Portfolio _____ Professionalism ____