

COMM 4486: INTERNSHIP

Time/Location: 100% Online

Spring 2019

GENERAL INFORMATION

Instructor: Patrick Hadley, Ph.D.

Office: Humanities 214

Physical Office Hours: Mondays and Wednesdays, 9:30 am – 10:30 am, 1:30 pm – 2:30 pm

Friday 2:00 pm – 3:00 pm (or by appointment)

Virtual Office Hours: Tuesdays & Thursdays 9:30 am - noon (via CourseDen email or Google Voice phone/text)

Google Voice Phone/Text: (404) 919-7349

Office Telephone: (678) 839-4931

E-mail: phadley@westga.edu

REQUIRED/RECOMMENDED MATERIALS

1. Required: Site Approval

- a. Your internship supervisor should complete an [Internship Site Approval Form](#) by Wednesday, January 9, 2019, at noon, **if the internship site is not on the Department of Mass Communications' approved list**. For many, your site is already pre-approved and new approval is unnecessary. Please check with the internship coordinator to determine if a site approval form is necessary.
- b. The name and contact information for your on-the-job internship supervisor. Please submit this information via the Discussions Tool in CourseDen.

2. Required: On-site Supervisor Final Evaluation

- a. Your on-site supervisor must provide a final evaluation of your work.
- b. Ask your on-site supervisor what materials you may need.

3. Recommended: Supplemental readings from selected textbooks, newspapers, magazines and online sites may be suggested throughout the course as well as the viewing or listening of various online, radio, and television programs or examining selected online sites.

ABOUT THE COURSE

The Department of Mass Communications encourages students to pursue internships in the communications field. The internship must provide a learning experience in applying previous coursework from the Mass Communications curriculum. You must not be merely running errands or performing clerical duties.

Course Catalog Description: A hands-on, supervised, media field experience to apply and test knowledge and skills, and to network with professionals. Internship must be approved by internship coordinator. To be approved, **internship must offer experiential learning in Convergence Journalism, Digital Media & Telecommunication, Film & Video Production, and/or Public Relations**; require majors to intern 45 hours for each credit hour enrolled or **135 hours if enrolled 3 credit hours**; and assign interns an immediate supervisor who has academic credentials and professional experience in the discipline.

Prerequisites:

- Declared Mass Communications Major
- Junior or Senior status
- ENGL 1102 Minimum Grade: C

- COMM 1154 Minimum Grade C
- A minimum of nine (9) credit hours of COMM 3000-4000 level courses
- Major GPA of 2.5 or above.

Course Learning Outcomes:

1. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. (*ACEJMC Core Competency #5*)
2. Conduct research and evaluate information by methods appropriate to the communications professions in which they work. (*ACEJMC Core Competency #8*)
3. Students will apply tools and technologies appropriate for the communications professions in which they work. (*ACEJMC Core Competency #12*)

Department of Mass Communications Learning Outcomes:

1. **Awareness:** Students will demonstrate *awareness* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines awareness as familiarity with facts, concepts, theories, laws and regulations, processes and effects.
2. **Understanding:** Students will demonstrate *understanding* of mass communications scholarship, i.e., theory/research; paramount economic, ethical, legal/policy, social, and technological issues; and the role of principle personalities and stakeholders within the context of freedom of speech, freedom of press, media competition, media convergence, diversity, and/or social responsibility. ACEJMC defines understanding as assimilation and comprehension of information, concepts, theories and ideas.
3. **Application:** Students will demonstrate effective application of mass communications scholarship, i.e., relate and/or apply concepts, theory/research, and professional principles to analyze and synthesize information, create, develop, produce, and/or write for converging digital, multimedia, and traditional media. ACEJMC defines application as competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

GRADING POLICY

The internship grade is based solely on the following:

- The final evaluation from your on-site supervisor
- Journal entries via CourseDen
- Submission of samples of your best work at the end of the internship (if applicable)

Grading Scale:

S=Satisfactory

U=Unsatisfactory (no academic credit will be earned)

Internship Supervisor Final Evaluation: By Monday, April 29, 2019, the final day of classes, the on-site supervisor must complete and submit the designated [Supervisor Final Evaluation Form](#) (a password will be sent to the on-site supervisor from the faculty internship coordinator). This document must be submitted before a final grade is provided to the intern. It is the intern's responsibility to remind the on-site supervisor to submit the evaluation form. The final evaluation form may be accessed via the hyperlink above or via the [Mass Communications Internship homepage](#).

Journal Entries: You are required to submit a journal, posted in the CourseDen Discussions area, answering specific questions posted there about your internship experiences this semester. Your journal entries should respond to specific questions that are presented in the Discussions area.

You must submit a journal entry for each of the topic areas listed below.

Internship Contact Information (Due Wednesday, January 9, 2019 at noon)

Please post the following information about your immediate supervisor. This information is necessary so that I can follow up with your supervisor as needed, including sending the password for the final supervisor evaluation.

- Company Name
- Company Mailing Address
- Immediate Supervisor's Name
- Immediate Supervisor's Title
- Immediate Supervisor's E-mail
- Immediate Supervisor's Contact Number

Expectations, Opportunities, Challenges (Due January 25, 2019 at 11:59 p.m.)

Once you have an opportunity to become familiar with your team members, internship responsibilities/expectations, and work environment/culture, discuss your expectations? Perceived exciting opportunities? Perceived challenges?

Assignments, Projects, Daily Activities (Due February 15, 2019 at 11:59 p.m.)

What are your major projects and tasks? Have you learned any new skills? Are your assignments to achieve your career aspirations or perform in the industry?

Relationship with Your Employer (Due March 1, 2019 at 11:59 p.m.)

Are you treated professionally? Do you receive adequate instruction and guidance? Does your internship supervisor observe your work or work closely with you and offer feedback? Are your supervisor's expectations of work quantity and quality consistent with yours?

Courses (Due March 15, 2019 at 11:59 p.m.)

How did your coursework relate to your internship duties? Did courses adequately equip you with knowledge and skill sets necessary to satisfy internship expectations? Which courses are you glad you completed, and which ones do you wish you had completed prior to interning with your employer?

You Choose (Due March 29, 2019 at 11:59 p.m.)

Please share whatever piques your interest, e.g., exciting opportunities, missed opportunities, challenges, etc.

Impressions (Due April 12, 2019 at 11:59 p.m.)

How did your experiences relate to your expectations? What did you learn about the career you plan to pursue or the industry? What was most and least valuable about the internship? Has this experience influenced your career choice?

Work Samples: If your internship involved writing or creating written, recorded, or online content (e.g., news releases, articles, training materials, invitations, brochures, blog posts, radio segments, TV clips),

please include samples of your work with your report. If the material is available online, please include a link to the site where your best work can be viewed.

ATTENDANCE/HOURS LOGGED

Your attendance at your internship is **mandatory**, and you are required to log a **minimum of 135 hours**. You should work with your internship supervisor to develop a weekly schedule. It is your responsibility to keep track of your hours and submit them to your supervisor, if requested. Treat this experience as you would any type of professional employment. Show up on time (or earlier) and fulfill all duties. Keep an active line of communication with your supervisor throughout your internship.

COURSE SCHEDULE

(The schedule is **subject to change** to reinforce important concepts and maintain some flexibility.)

Dates	Content Topics	Due
Week 1 Sat. Jan. 5 Thurs. Jan. 10 Thurs. Jan. 10	Classes Begin Thurs.-Last day (by 11:59 pm) to DROP courses and receive refund of paid funds Thurs.-Last day (by 11:59 pm) to ADD a course.	Wed. at noon - Post "Intern Supervisor Contact Information" by noon in CourseDen Discussions area
Week 3 Fri. Jan. 25	Expectations, Opportunities, Challenges	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Week 6 Fri., Feb. 15	Assignments/Projects/Daily Activities	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Week 8 Wed. Feb. 27 Fri., March 1	Your Relationship with Your Employer Wed. - Last day to withdraw with a grade of "W" from Full Session (non-eCore) – 16-week courses. Reminder there is no refund associated with withdrawing from a course.	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Week 9 Wed. March 6	Wed.-Media Day 2019	
Week 10 Fri. March 15	Your Courses and Internship	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Week 11 Mon. March 18 – Fri. March 22	Spring Break	No classes
Week 12 Fri. March 29	Personal Choice	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area

Dates	Content Topics	Due
Week 14 Fri. April 12	Overall Impressions	Fri. at 11:59 pm – Post assigned reflection in CourseDen Discussions area
Week 17 Mon. April 29	Internship Supervisor Assessment Last Day of Classes (4/29)	Mon., 4/29 at 11:59 pm – Internship Supervisor Final Evaluation due
Thurs. May 9th	Spring 2019 Graduation	

Note: I wish to acknowledge and thank Dr. Camilla Gant, Dr. Bradford Yates, Dr. Soo Moon, and Dr. Amber Smallwood for allowing me to use parts of their syllabi to design this one. I appreciate their generosity.