

INTERNSHIP – MMC 4945 – Section 20

1-3 credit hours

School of Mass Communications, College of Arts and Sciences

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Catalog Description: Mass communications students receive educational, hands-on training from a media organization, communications agency, or other institution. Restricted to majors and minors; can be taken three times for a maximum of six total hours of credit. Prerequisites: GPA of 3.0 or instructor's consent, be enrolled in or have taken the introductory sequence course (ADV 3008, PUR 3000, JOU 2100, RTV 3001).

Course Objective: To provide mass communications students a laboratory in which to practice principles, theory and skills learned in the classroom, and to offer a meaningful experience in a creative and ethical real-world environment under the tutelage of a practicing communications professional. **Students must have a GPA of 3.0 or instructor's consent and be enrolled in or have taken the introductory course in their sequence.**

Student Learning Outcomes:

Students who complete this course will be able to:

1. Describe how business is conducted in their chosen communications discipline
2. Demonstrate how to create the products of their chosen communications discipline

Course Description: Public relations students generally work for a public relations firm, the public relations department of a corporate or not-for-profit organization, or other agencies that offer similar kinds of experiences. Advertising students generally work for advertising agencies. Journalism and telecommunications students generally work for a media organization, such as a newspaper, television station, or radio station. Success in the course is dependent upon submission of the journal, final report, and portfolio; completion of the required number of hours; and a satisfactory evaluation of the student's performance by the sponsor. This course fulfills selective credits required for the completion of the mass communications program.

Grading

Performance will be graded either S (satisfactory) or U (unsatisfactory) based on attendance (total hours), the quality of the final project, and an evaluation by the sponsor.

Evaluation items to be completed by intern

(1) Approximately **100 hours of work during the semester for each credit hour** that is to be awarded.

(2) A portfolio that contains the following:

- a. A cover page listing your name, semester, course number, and place of internship. (If you use a binder, please insert the cover page in the plastic sleeve on the outside.)
- b. A journal with weekly entries in which you discuss your assignments, accomplishments, and observations.
- c. An essay of not less than 1,500 words summarizing the internship experience and critically comparing it to the principles and techniques previously learned in your courses at the University, evaluating lessons learned, and offering personal observations relevant to the internship.
- d. Examples of the work you did while at your internship (e.g., news stories, press releases, websites, feature stories, advertisements, flyers).

Your portfolio can either be a binder or a PDF. If you use a binder, it will be returned to you. Please use a clean binder of the appropriate size with a plastic sleeve on the outside. If you use submit a PDF, please put everything in one file (include links if you have work samples online) and save the document as your name. You can also submit CDs or jumpdrives if you have videos.

(3) An evaluation of the sponsor.

DEADLINE FOR TURNING IN PORTFOLIO: LAST DAY OF CLASSES