

# MARSHALL UNIVERSITY

## School of Journalism and Mass Communication

### Internship I and II

Course Title/Number	<b>Internship I and II (Practicum)</b> JMC 490, 491, 590, 591 (470) Section 101 CRN 3500, 3501, 3508, 3509 (3490)
Semester/Year	Spring 2022
Course Format	Online assignments and asynchronous meetings
Instructor	Dr. Allyson Goodman
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University Policies	<p>By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to <a href="http://www.marshall.edu/academic-affairs">www.marshall.edu/academic-affairs</a> and clicking on "Marshall University Policies." Or, you can access the policies directly by going to <a href="http://www.marshall.edu/academic-affairs/?page_id=802">http://www.marshall.edu/academic-affairs/?page_id=802</a></p> <p>Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment</p>

#### Course Description Internship I and II

Supervised journalistic or mass communications work with professional media including newspaper, magazine, radio, television, advertising and public relations department and/or agency. Conference with instructor for guidance and evaluation. Advance arrangements must be made through the JMC internship director. Capstone experience. 1-3 hours.

#### Prerequisites by major:

Advertising/Public Relations – JMC 330, JMC 241, JMC 300 or 380

Journalism – JMC 300

Radio/Television Production and Management – JMC 231, JMC 332

#### Program Student Learning Outcomes:

*Six Degrees of Education:* The W. Page Pitt School of Journalism and Mass Communications has six goals for your education with us. We are committed to the ideal that every graduate will:

1. Understand and apply the principles and laws of freedom of speech and press.
2. Prepare and disseminate oral and written communication by:
  - a. using and presenting images and information.
  - b. writing correctly and clearly.
  - c. conducting research and evaluating information.
  - d. critically evaluating your work and that of others.
  - e. synthesizing information.
3. Apply basic numerical and statistical concepts.
4. Articulate ethical responsibilities of the field.
5. Demonstrate competency to be employed in a mass communications field by:
  - a. thinking critically, creatively and independently.
  - b. understanding the history and roles professionals.
  - c. understanding diversity.
6. Apply tools and technologies of the profession.

## Relationships among Course, Program, and Degree Profile Outcomes:

Course Outcomes <i>By the end of the course, you will be able to:</i>	How Accomplished in this Course	How Evaluated in Course	AEJMC Outcome
1. Experience the demands of seeking and finding a professional job.	Seek and secure an approved internship. Make application for internship credit.	Application for internship credit form Introduction Assignment	#6
2. Develop professional work skills including time management, meeting deadlines, ability to work with others and ability to take direction.	Work at the internship for 100-300 hours per semester	Quarterly Reports Supervisor Evaluation	#5 a, b and c; #6
3. Apply writing, design and production skills learned in JMC courses.	Complete assignments as directed by the supervisor at the place of internship	Quarterly Reports Final report and portfolio Supervisor Evaluation	#2a, b, c, d and e
4. Work within a setting appropriate to your career goals and JMC major.	Seek and secure an approved internship. Make application for internship credit.	Quarterly Reports Final report and portfolio Supervisor Evaluation	#5 a and b; #6
5. Perform practical application of major specific knowledge in a professional environment.	Work at the internship for 100-300 hours per semester	Quarterly Reports Supervisor Evaluation	#5 a and b; #6

**Instructional Materials** none

### Course Requirements

For this course, you will seek an opportunity to apply the knowledge you have gained in the classroom in a professional environment. Since it is part of the course objectives for you to learn how to seek a professional job, the Internship Director for the School of Journalism and Mass Communication will not provide a job for you. However, the Internship Director will post internship opportunities and will assist you in seeking a job and preparing for job interviews. Once an internship has been located you will be enrolled in the internship course. Enrollment in the course is by special arrangement only. You are required to work 100 hours for each 1 hour of academic credit. While working on the internship 75% of the work you do must be related to mass communications. You can earn up to 6 hours of internship credit toward graduation, but only 3 hours are required to graduate.

### Internship I and II assignments are as follows:

**Quarterly Message.** Once you begin to work, send me a message **by 11:59 p.m. on the dates** listed at the end of this syllabus. Post your message to the link in the quarterly message folder on the course (Blackboard) website. If accessing the course website is a problem, send your message to my campus email at [goodman4@marshall.edu](mailto:goodman4@marshall.edu). In the message:

1. tell me how many hours you have worked,
2. what you have done to the date of submission,
3. what assignments you have for the weeks ahead
4. attach a sample or link to work you have done
5. answer the quarterly prompt, and
6. respond to the prompt of one of your classmates.

When you submit your report, keep in mind that your response will be viewable by all students in the internship course. If you have a specific question you need me to address, text me at the cell number listed at the top of this syllabus or email me at [goodman4@marshall.edu](mailto:goodman4@marshall.edu).

**Midterm Report.** I will email a digital link or form to your supervisor for this report. Please make sure I have the correct email address for this form delivery. In addition to your supervisor's report, you will complete a form in your online course for this report. Both forms will ask questions related to your progress in the internship, your Marshall course preparation for the internship, the structure of the internship program and expectations for the remainder of the internship. I will review the forms and determine if a face-to-face or video conference is needed. If a meeting is needed or requested, I will contact you and request that you schedule a time for you, your supervisor and me to meet.

**Supervisor Evaluations.** Your on-site supervisor will determine **50 percent of your grade** for this internship through a final evaluation form. The supervisor will be sent a message thanking him or her for providing your internship opportunity and explaining the internship program. The final evaluation form will also be sent at this time. I may also call your supervisor periodically during the internship to determine your progress and answer any question he/she may have about the internship program.

**Final Report and Portfolio.** At the end of the internship, you are to complete a final report and prepare a portfolio of your work. This should be submitted by the date and time listed at the end of this syllabus. Your final report has seven sections for undergraduate students and eight for graduate students as outlined in the attached Internship Report Requirements. The report must be typed, be complete, free of errors (spelling, grammar, punctuation, etc.) and be submitted in a professional manner. You will submit this report and your portfolio of work to the Final Report Assignment link in MU Online. This course assignment link does have file size limits. If you are submitting large files for your portfolio such as video clips, upload the files to an online document repository like Adobe Cloud, One Drive, Dropbox, Google Drive, Wix.com, Wordpress.com or other digital space. Then post the website link in your online submission. **Do not try to send an entire portfolio with report attached to my campus email address.** The portfolio section of the final report should reflect your work on the internship. This is not a job-seeking portfolio, although it will hopefully provide samples you can use to seek your first full-time job. If you have problems accessing a computer, you may submit a printed report and portfolio in a three-ring binder or on a flash drive in an envelope with a typed page listing your name, place of internship and a table of contents with file names.

**Graduate Student requirement.** As a graduate student, you have been exposed to mass communication theory, and you will be aware that much of what happens in the practice of mass communications is grounded in theory even if practitioners do not dwell on it daily. As a graduate student in an internship, I want you to not only practice mass communications, but also to observe it. I would like you to find a mass communication, advertising, public relations, media management or journalism theory article or book chapter and evaluate the operation of your internship organization based on that theory. You will submit your evaluation as an extra section on your final internship report. See attached Internship Report Requirements for details on this assignment.

### **Cheating and plagiarism**

Cheating (which includes plagiarism, falsification of information, copying work of others and having others do your work) means an automatic F on the assignment and possibly for the course. Do your own work according to the guidelines established in the assignment. University regulations on academic dishonesty are covered in the *Undergraduate Catalog*.

### **Communication**

I welcome emailed questions and comments, and while you are required to email me quarterly, you may email, call me or text me at any time you have a concern or question. My contact information is listed above.

### My Job

I will endeavor to answer your messages regularly, provide advice on job situations and generally be your support. I will work with your supervisor to ensure that your internship experience is real and not just a glorified gopher.

### Your Job

You are responsible for behaving in a professional manner, showing initiative and giving all assignments, no matter how trivial, your best effort. This is a job, not a college course. You are expected to arrive on time, notify your supervisor if you are unable to come to work, work through holidays and breaks if requested, dress appropriately and maintain a professional attitude at all times. Remember, you will be representing yourself and the W. Page Pitt School of Journalism and Mass Communications. This opportunity can teach you what you like and don't like in professional jobs and can provide contacts for seeking a permanent job after graduation. It is up to you to make it a success.

### Grading Criteria

Assignments	Possible
Introduction, Quarterly messages and mid-term report	30%
Final report and portfolio	20%
Supervisor final evaluation	<u>50%</u>
	100%
Graduate student theory article summary	20%
Graduate final report addition	<u>30%</u>
	150%

**Final course grades are based on the standard School of Journalism and Mass Communications scale:**  
100-90=A; 89-80=B; 79-70=C; 69-60=D; below 60=F

### Due Dates for Spring 2022 (All reports due by 11:59 p.m. on due date)

Introduction message	Due by 11:59 p.m. on Monday following the first week of the semester or first week of work if you start work after the first week of the semester.
Quarterly messages	Due Feb. 7, March 7, April 4
Graduate student article summary	Due Feb. 21
Mid-term report	Due Feb. 28
Supervisor's final evaluation	April 25
Final report and portfolio	April 25

# INTERNSHIP REPORT REQUIREMENTS

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You must organize your report using the following headings, each section should begin on a new page with a heading as listed below.

**SECTION I: The Internship** --Your name, student identification number, major, class status (junior, senior, graduate student) home address, home telephone, email address, total internship credit hours completed during the internship (i.e. 300 hours for 3 credits, etc.), name and address of business where you worked, name and phone number of your professional supervisor, rate of pay (if paid internship) and a three to four-sentence explanation of your internship job description. (one page)

**SECTION II: Summary of the Internship Experience** -- Your internship experiences fully highlighted and discussed. (Plan 400 words per internship credit hour. If you registered for 2 credit hours. you write 800 words, etc.).

**SECTION III: How College Prepared Me for the Internship** -- A discussion as to how your college courses and experiences in college did and did not prepare you for professional work. Be sure to cover both journalism/mass communications and non-journalism/mass communications courses and experiences. Be specific. (Plan 200 words per internship credit hour).

**SECTION IV: How the Internship Program Can Be Improved** --Your suggestions as to how the internship program can be improved -- what's right with it and what's wrong with it. Discuss this from both the angle of the employer's responsibility and what you see as the School of Journalism & Mass Communications' obligations. (Plan 100 words per internship credit hour).

**SECTION V: Advice to Future Interns** -- Offer advice as to how to succeed in an internship now that you have completed one. (Plan 200 words per internship credit hour).

**SECTION VI: Open End** --Discuss anything else you consider relevant to the report and your internship.

## **SECTION VII: Your Clipbook/Portfolio/CD/DVD –**

This includes representations of the work you have done on your internship, such as press releases, layouts, scripts, project outlines, features, news stories, headlines, stories edited, video tapes, photography, pictures of promotions, advertising orders, job sheets, etc. Remember this is not a job-seeking portfolio, but a portfolio to show what you have done on your internship. (Plan to add one item per 30 hours of work or 10 total items.)

## **SECTION VIII: Additional Graduate Student Requirement**

-- If enrolled for JMC 590 or 591 credit, the student must complete a more comprehensive report than undergraduate students. The graduate student report must include an evaluation of the operation of the mass communications program practiced at the internship site based on mass communications theory. For this section:

1. Identify a journal article, book or book chapter on a mass communication related theory. It can be one you have studied in class or one you find related to your internship organization.
2. Read the article and evaluate how well the theory applies to the practice of mass communications in your internship organization by observing daily operations at the work site and interviewing key personnel. You can focus on overall operations of mass communications within the organization, behavior of mass communications practitioners within the organization or both. Keep a journal of your observations.
3. Also plan to conduct an interview(s) with an appropriate person(s) at the work site. In the interview(s), determine knowledge of the mass communication theory and discuss how the theory is applicable to the organization.

Use your theoretical knowledge, observations and interview(s) to describe positives and negatives of the theory and make suggestions for how mass communications operations within the organization might be improved. Include a review of the theory, the results of the interview(s) and your observations collected through your internship in this section. (Plan approximately 400 words per internship credit hour)