



Towson University
Department of Communication Studies
COMM 490: Internship

Instructor:

Section:

Classroom:

Time:

Instructor Office:

Office Hours:

Office Telephone:

E-mail:

Zoom:

I. Course Overview

Course Overview

The Department of Communication Studies is driven to provide an internship program that applies undergraduate classroom experience and knowledge to internship experiential learning. Internship students will gain professional work experience within organizational structures under the advisement of the Internship Site Supervisor and the Communication Studies Internship Coordinator. Communication Studies Interns attend weekly cohort meetings facilitated by the Communication Studies Internship Coordinator on topics related to 'the internship experience.' The Communication Studies internship cohort-class meets weekly and is designed to enrich the internship learning experience by building community, fostering reflection, and recognizing transferable outcomes. The Internship course is designed to guide the Intern through this internship program, which aligns with the Towson University Career Center.

The Communication Studies Intern can expect a program designed to

- Guide feedback and learning from the Internship Site Supervisor
- Receive guidance, support, and feedback from the Communication Studies Internship Coordinator/Advisor
- Engage in reflection and discussion in the weekly Internship Cohort

- Recognize, identify, and share internship outcomes through projects such as participation in the mid-semester, Communication Studies 'Internship Showcase' and the 'Final Culmination Project and Poster Presentation'

Course Catalog Description

Practical field experiences. Under faculty supervision, the student works as an intern with a working professional in some field of communication. May be repeated for a maximum of 6 units. Graded S/U. Prerequisites: junior/senior standing; minimum overall GPA of 2.5 and 2.75 in the major; consent of the instructor; completion of appropriate courses determined by the department.

Communication Studies Internship Credit Hours

This program includes 40 hours of work per credit at the internship site to gain professional experience related to student career goals. Typically, one – three (1-3) credits of internship credit are earned during a semester. Most internships are three (3) credits, which translates to 120 hours of site work. The first three (3) semester-long credits serve as a Communication Studies elective. Students may earn more general university internship credits, which are approved by the Communication Studies Department, but do not count as Communication Studies elective credit.

Course Learning Outcomes

At the end of the course the student should be able to:

1. Extend the skills and knowledge acquired from relevant classes
2. Engage in continuous learning and development of new skills appropriate for Communication Studies
3. Recognize communication studies foundations in transferable practices and skills
4. Create messages appropriate to audience, purpose, and context
5. Engage in professional interpersonal and meeting interactions in a professional setting
6. Build a professional portfolio

The Communication Studies major is designed to provide you with the coursework to successfully master the following nine student learning outcomes. In this course, we will focus on those bolded and italicized.

Student Learning Outcomes for COMM Major

1. Describe the communication discipline and its central questions.
2. Employ communication theories, perspectives, principles, and concepts.
3. ***Engage in communication inquiry.***
4. Create messages appropriate to audience, purpose, and context.
5. Critically analyze messages.
6. ***Demonstrate the ability to accomplish communicative goals.***

7. Apply ethical communication principles and practices.
8. Utilize communication to embrace difference.
9. Influence public discourse.

Career Ready Skills for COMM Major

1. Critical thinking/problem solving
2. **Oral/written communication**
3. Teamwork/collaboration
4. Digital technology
5. Leadership
6. **Professionalism/work ethic**
7. **Career management**
8. Global/intercultural fluency

Course Materials

- Bound paper journal brought to class
- Laptop/tablet for each class. Phones won't be enough. Let me know privately, if you need a loaner
- All remaining course materials may be found on Blackboard
- Poster presentation materials from OTS (see description)

Additional Course Reading Materials

May be required. Check Blackboard for updates.

Course Mode

In person with online components on Blackboard and via Zoom.

II. Course Requirements, Grading, and Evaluation

Grading Criteria/Rubrics

This course is graded on an S/U scale:

Successful: Student submits all assignments and forms and earns a C /70 or better on the work.

Unsuccessful: Student fails to submit assignments and forms or earns less than a C/70 or better on the work.

In the Blackboard Grading Center, you will see a letter grade affiliated with your assignments, using the 4.0 scale. These grades will be averaged to determine your **Successful** or **Unsuccessful** completion of the course.

A – 4

B – 3

C – 2

D – 1

F - 0

Expectations

As a Communication Studies Intern, you are making a lasting impression of yourself and our Department. Your professionalism and work standards will become a part of your professional reputation and branding. Implement what you have learned about communication from the classroom into this applied learning space. Strive to create your own professional branding of excellence. Do what you say you are going to do. Exceed expectations and don't settle for okay. Be confirming and flexible in your communication. Be a good listener, be open, and appropriate in your communication. Don't be late. Always attend work when you are scheduled, unless you are ill or have an emergency (then email AND call to inform your supervisor of your absence.) If you are ever unsure of something or you don't feel comfortable in your work environment, talk with me. It's why I am here, to advise you. You will be great!

If you feel you have been treated poorly or unfairly, please privately speak with me right away. Your safety is my paramount priority. Your professional growth will face many challenges - both good and bad. But, you should never feel ill-at-ease in your internship. I will contact the Title IX Coordinator on your behalf so you have every opportunity to discuss and elevate your situation further.

Assignments

1 - Workplan Form – Due Week 2

This plan is a coordinated effort between you and your internship supervisor to discuss and agree to your work responsibilities and learning objectives. Internships are different from jobs in because there is a learning component to an internship. Complete the form and submit your work plan to the Communication Studies Internship

Advisor/Coordinator by the second week of classes. The form can be found under the **forms** tab in Blackboard.

2 - Internship P.R.O. – Due Week 4

Complete the four (4) Career Center Internship P.R.O. Modules – Submit your certificate of completion **by the last day of classes.**

There are four modules to the Intern P.R.O. program. The entire program will take approximately 3 hours to complete, so 45 minutes per module.

At the end of each module, there is an assessment. Students must earn an 80% or higher on the assessment before moving onto the next module. The next module will become available immediately upon completion of an 80% or higher (it uses the adaptive release function in blackboard).

Students of our class are already enrolled in the course. I am enrolled as a leader in the course so I can track your progress.

The first and second modules cover such topics as first impressions and office protocols; understanding and working with your supervisor; setting goals and receiving feedback; maximizing your internship; risk awareness and ethical behavior; working remotely; and additional resources for sharpening your skills.

The third and fourth modules help you transition at the other end of your internship and include topics such as reflecting on your experience, revising your resume, asking for and obtaining references, building your personal brand for an effective job search, and developing and maintaining your network.

Upon completion of all four modules, students will receive a "certificate of completion" which you will be submitted to the Communication Studies Internship Coordinator/Advisor **by the last day of classes.**

3 - Mid-semester Supervisor Meeting & Form – Due Week 9 Completed & signed form uploaded to Blackboard (scanned PDF or photo)

Sometime between Weeks 5 - 9, you will have scheduled a meeting with your site supervisor. **This meeting is a good time to get important feedback about your internship performance and skill development and to have them complete your mid-semester Evaluation Form (found under forms in Blackboard).** It is a time to listen and learn. Sometimes Site Supervisors feel a bit awkward giving quality, in-depth feedback to a student intern. While this might seem affirming in the meeting (ex. Question, "How am I doing?" Answer, "Great, just great!"), this kind of feedback does not give you insight into ways in which you can grow as a professional. Please come prepared to this meeting with questions ready to ask your Site Supervisor.

Examples of questions might be:

- Since I started working for you, have you seen growth in my internship role? What have you seen?
- I have been working on the _____ for two weeks, how has my time management been?

- I must admit sometimes it's hard for me to interrupt my work colleagues to ask questions about the project I'm working on. Do you have any suggestions for me?
- What will make me more of an asset to _____ company? And do you have any suggestions for how I can accomplish this?

4 - Mid-Semester Site Visit by the Communication Studies Internship Coordinator – Due between weeks 5-9. Summary paragraph due end of Week 9. * Please make these Arrangements before _____ if you are able.

This is an opportunity for me to see what you have been talking about in class. **During this site visit you will:**

- Welcome your COMM Internship Advisor, into your organization with a little tour.
- Introduce your COMM Internship Advisor, to your site supervisor. This is an introductory meeting, also called a 'meet and greet.' It's not an official interview or business meeting.
- Show your COMM Internship Advisor your workspace and what you are working on.

Write a short summary paragraph of the site visit including company, attendees, titles, date, time, and a general chronology of the visit and upload to Blackboard by the next class period after the site visit.

***** It's your responsibility to arrange this meeting at a mutually convenient time, during weeks 5-9. Please coordinate meetings to be between 9am – 5pm. Get three available dates/times from your Site Supervisor (three different dates and three different times). Email these dates to the COMM Internship Advisor. The COMM Internship Advisor will send a Site Visit confirmation email to you and your Site Supervisor.**

5 - Description of Your Internship to be Included on COMM Website - Due Week 10

Your internship will go down in infamy! Your Towson University, Communication Studies internship for credit not only builds your professional reputation, but the reputation of the Department of Communication Studies! Through this assignment, you are paying it forward by helping future Communication Studies Interns see the opportunities available to them.

This exercise is designed to help you recognize the nature of your internship as a Communication Studies student, the transferable outcomes your internship has provided you, and to provide a glimpse into the corporate culture you experienced. It's a good primer for your internship resume description. FYI, this is what we have on our website now...[COMM Internship Sites](#)

Your Assignment is to write a summary description of your internship for our Communication Studies website. Write the description in third person. Include all of the following information in 100 - 225 words.

- Name of company, address, site supervisor, and general company contact information
- Primary mission of company (you can use your own words)
- Dates of your internship & your internship role
- Primary responsibilities (projects) and accomplishments of your internship work
- How did this internship contribute to your professional goals?
- What kind of student would thrive in this internship?
- **A photo of you at your internship or from LinkedIn (if you desire)**

6 - COMM Internship Final Project & Presentation – Due Week 15

A Culmination of your COMM Internship in written and presentation forms

Written Section – Final report elements due the Sunday @ 11:59pm before the final presentation.

Presentation, “The Great Internship Event” – Poster presentation and reception on _____ from _____ pm to _____ pm.

Present your elevator pitch and final poster to your Internship Site Supervisor, COMM Internship Advisor, our Internship Cohort, COMM Faculty, your family, and significant others on _____ @ 6:30am/pm on the last day of classes. Provide names and contact information for invitations by _____.

- **Written** - Site Supervisor Final Meeting Evaluation form (found in forms on Blackboard)
- **Written** - Professional portfolio/writing samples – Include 3 - 5 work samples of professional portfolio from your internship experience (collateral)
- **Written** - Write a resume description of your internship experience
- **Written** - Elevator Pitch for job fair using your current experience and including your internship
- **Presented** - Professional poster - see assignment description on Blackboard
- **Written & Presented** - Elevator pitch on your internship - see assignment description on Blackboard

III. Course Schedule

All assignments must be submitted by 11:59 p.m. EST on the date due. I reserve the right to change the calendar.

Course Schedule – COMM 490 - Internship

| <i>Week</i> | <i>Topics</i> | <i>Assignments Due</i> | <i>Skill-Based Activities & Personal Reflection</i> |
|----------------|--|---|---|
| Week 1: | Introductions, Internship Descriptions | Read Syllabus Before Class | Discussion & Reflection |
| Week 2: | Labor Day – No Class | Assignment #1 - Site Supervisor & Intern Learning Plan Submitted by | Reflection & Goal Setting |
| Week 3: | Your Professional Self | Bring your internship journal to class -Complete CliftonStrengths | Reflection and Workshopping Bring CliftonStrengths Results to Class Optional - Optional Readings & Self-Assessment on Blackboard Site |
| Week 4: | Knowing the Company & Knowing More than the Company - Activity Theory & Internships | Assignment #2 Internship P.R.O. | Reflection & Workshopping |
| Week 5: | Professional Writing | Bring your internship journal to class Assignment # 4 – Site Visit During Weeks 5-9 | Career Center Career Fair Week Reflection & Workshopping Bring a Writing Sample to Class – I will collect and redistribute for peer review & feedback |
| Week 6: | Drop In Class Discussion on challenges & learning opportunities | Assignment # 4 – Site Visit During Weeks 5-9 | Discussion |
| Week 7: | COMM Careers Discussion | Bring your internship journal to class Assignment # 4 – Site Visit During Weeks 5-9 | Reflection & Discussion |
| Week 8: | *COMM Careers Panel. Open to all COMM students during our class period. | Attendance is Important – You are representing our COMM Internship Program! Assignment # 4 – Site Visit During Weeks 5-9 | Bring Questions for Panelists! |

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|------------------------------|---|--|--|
| Week 9: | Professional Interpersonal Relationships, Networking, Power, Mentors, & More | Assignment # 3 Midsemester Site Supervisor Evaluation Form Due Assignment # 4 - Midsemester Site Visit Summary Paragraph Due Bring your internship journal to class | Reflection & Workshopping Bring LinkedIn Profile to Class (Pull up on projection screen) Create a professional networking grid in class |
| Week 10: | Drop In Class Discussion on finding the COMM in your internship | | Discussion |
| Week 11: | Meetings | Assignment # 5 - Internship Description for COMM Website Due Bring your internship journal to class | Bring any organizational tools your internship to class (ex. meeting agendas, minutes, to-do lists, etc.) |
| Week 12: | Drop In Class Making the most of the last weeks of your internship | | Discussion |
| Week 13: | Happy Thanksgiving | | |
| Week 14: | Final Project Workshop – Overview of Assignment Parameters & Q & A | Read over the assignment before class Bring your internship journal to class | Workshop |
| Week 15: 12/6 – 12/12 | Presentation Walkthrough | Assignment #6 – Written Final Project Submission with all deliverables due | Walkthrough |
| Week 16: | Poster Presentations & Reception on _____ | Poster Presentation & Reception on _____ In MEDIA CENTER LOBBY | Final Presentations to Site Supervisors, Internship Cohort, Faculty, Family, & Significant Others |

Final Exam Period
