
Internship in Advertising and Public Relations (MCOM 460)

Section ____

Course Description

Under faculty supervision, students work as interns at a professional organization in the field of advertising or public relations. Graded S/U. May be repeated for a maximum of 9 units, but only 6 units will apply to the major.

The number of units from an internship is determined by (1) the number of successfully completed internship hours and (2) the breadth and depth of the tasks performed. Students must complete a minimum of 40 hours for each unit earned. The majority of internships are approved for 1-3 units.

Learning Outcomes

Students are expected to acquire the following knowledge and skills through internship:

- Extend the skills and knowledge they acquired from relevant classes.
- Engage in continuous learning and development of new skills appropriate for their track and major.
- Engage in professional interactions in a business setting through face-to-face, over the phone, and online interactions with the supervisor, colleagues, and clients.
- Build professional portfolio, if possible.

Enrollment Requirements and Prerequisites

Junior/senior standing; majors only; cumulative GPA of 2.75 and 3.00 in the major; successful completion (a grade of C or higher) of the “gateway” course in the track to which the student intends to apply the internship units. The gateway courses are:

- Advertising internships: Principles of Advertising (MCOM 214)
- Public relations internships: Principles of Public Relations (MCOM 253)

Internship Approval

Please visit the department website for a list of internship employers in advertising and public relations where other MCCS students interned before. All students seeking to register for MCOM 460 must receive an approval in advance by the internship coordinator (Dr. Jung-Sook Lee, jslee@towson.edu). An online approval form is available from [the internship registration page](#).

ASSIGNMENTS AND GRADING

A successful completion of a student’s internship requires both **written assignments** (1-3 under Section A), and **completed forms** (1-5 under Section B). Please download all forms from the course Blackboard or from the Career Center Website at <http://www.towson.edu/careercenter/students/internships/guidelines.asp>.

All materials should be turned in by the due date established at your first meeting with the internship advisor (see the **course checklist** on p.5). Please contact your faculty internship advisor if you have any questions about any parts of the written assignments or the evaluation forms.

A. Written Assignments

1. JOURNAL REPORT (30%)

Keep a **daily** journal. Ultimately, use it to write the Reflective Report (see below). In this journal, the student will report:

- the date
- the number of hours on site; hours off-site, including virtual work, if applicable.
- a short description of activities you performed that day.
- a reference to one or more corresponding responsibilities as provided in the job description. If the performed task is not included in the job description, write “other” and create a new job description.

2. REFLECTIVE REPORT (30%) (3-5 pages, double spaced, excluding the appendix)

It provides the means for you to reflect upon your work experience and assesses its relevance, the learning process, and the knowledge of skills that you gain. In the report, the student will:

- describe a “typical” day or the tasks in which the student is involved.
- relate duties performed to prior courses, both in the major and in liberal arts (be specific).
- describe new knowledge gained or skills learned.
- explain the portions of the work experience that were most and least valuable.
- relate the total internship experience to the career decision process.

Attached to the report shall be an **appendix** which will include:

- an organizational chart that highlights the student’s position and the position of the student’s supervisor.
- a copy or sample of any materials prepared by the student on the job (advertisements, press releases, articles, brochures, flyers, research reports, etc.).
- **Note:** Confidential materials should **NOT** be included.

3. LETTER (5%)

The letter becomes a dialogue between you and future students; provides a resource of your recommendations to students who may consider the same work experience in the future. In this letter the intern will indicate:

- courses needed and level of understanding required prior to applying for the position
- experience gained
- how the intern “fits into the scheme of things.”

B. Forms

1. LEARNING PLAN (10%)

Create your learning plan together with your supervisor after completing 2-3 weeks of internship. The time will allow you to become familiar with various learning opportunities within the organization. **The learning objectives and tasks must closely follow the job descriptions as approved. Any significant deviations from the job description must be discussed with and approved by the faculty internship adviser in advance.** Submit the learning plan to your faculty internship adviser after it is signed by your supervisor.

2. MID-SEMESTER EVALUATION FORM (10%)

Please ask your supervisor to fill out a mid-semester evaluation form after you complete approximately half of the total internship hours. Submit the signed evaluation to your faculty internship adviser. The faculty internship adviser may seek additional feedback from the internship supervisor.

3. FINAL EVALUATION FORM (10%)

Please ask your supervisor to fill out a final evaluation form at the conclusion of your internship. Include it in the final internship packet. The faculty internship adviser may seek additional feedback from the internship supervisor.

4. WORK HOURS LOG (5%)

Record all internship hours and have the form signed by your supervisor. Include it in the final internship packet.

5. STUDENT EVALUATION FORM

Provide your own evaluation of the internship experience. Include it in the final internship packet.

Grading Criteria

This course is graded on an S/U scale:

- **Successful:** Student submit all assignments and evaluation forms, and earns 70% or more from the graded works.
- **Unsuccessful:** Student fail to submit assignments and evaluation forms, or earns less than 70% from the graded works.

COURSE POLICIES

Academic Honesty/Plagiarism

Plagiarism is using other people's work and ideas without giving them credit. This is a violation of both the University rules and regulations and the rules of this class. Cheating or plagiarism of any kind may result in one of the following consequences, an F on the assignment, and/or a grade of "F" for the course. Additional university penalties are possible. This applies to work on all individual assignments including quizzes, and papers. If you are unsure of what constitutes academic dishonesty, please read the *Towson University Undergraduate Catalog*. The departmental policy on plagiarism and cheating is also attached to this syllabus for your reference.

Sexual Harassment:

The University specifically prohibits sexual harassment in any form. Please consult the university's policies on this issue.

Liability Statement

In all assignments, students must comply with all laws and the legal rights of others (e.g., copyright, obscenity, privacy and defamation) and with all Towson University policies (e.g., academic dishonesty). Towson University is not liable or responsible for the content of any student assignments, regardless of where they are posted.

Students with Disabilities

This course is in compliance with Towson University policies for students with disabilities. Students with disabilities are encouraged to register with Disability Support Services (DSS). Students who suspect that they have a disability but do not have documentation are encouraged to contact DSS for advice on how to obtain appropriate evaluation. A memo from DSS authorizing your accommodation is needed before any accommodation can be made.

<http://www.towson.edu/dss>.

COURSE CHECKLIST

Date	Assignments	Completion	Advisor Comments
	<ul style="list-style-type: none"> • Initial meeting: <ul style="list-style-type: none"> ○ Internship eligibility ○ Approved Job Description ○ Course syllabus review 	<p style="text-align: center;">_____</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">_____</p>	
	<ul style="list-style-type: none"> • The Learning Plan 	<p style="text-align: center;">_____</p>	
	<ul style="list-style-type: none"> • Mid-Semester Evaluation • Up-to-date Journal Report 	<p style="text-align: center;">_____</p> <p style="text-align: center;">_____</p>	
	<ul style="list-style-type: none"> • Final Evaluation • Student Internship Evaluation Form • Journal (complete) • Reflective Report & Portfolio • Letter to Future Students • Hours Log 	<p style="text-align: center;">_____</p>	
	<ul style="list-style-type: none"> • Final grade submission 		S ___ U ___
	<ul style="list-style-type: none"> • Renewal of the internship site for future placement 		Yes ___ No ___
	<ul style="list-style-type: none"> • Other 		