

Internship in Advertising and Public Relations (MCOM 460)

Faculty _____ Section _____ # of credits _____

Office _____ Phone _____ E-mail _____

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

Majors only. Prerequisites: MCO101, MCOM210, and MCOM214 or MCOM253.

- Must earn a combined grades of **2.75** from three prerequisite courses:
 - MCOM101 Introduction to Mass Communication,
 - MCOM210 Introduction to Media Writing, and
 - For advertising internships: MCOM214 Principles of Advertising
 - For public relations internships: MCOM253 Principles of Public Relations

INTERNSHIP APPROVAL

Please visit the department website for a list of internship employers in advertising and public relations where other MCOM students interned before. All students seeking to register for MCOM 460 must receive an approval in advance by the internship coordinator (Prof. Eun “Soo” Rhee, erhee@towson.edu). An online approval form is available from [the internship registration page](#).

APPROVAL CRITERIA

The internship sites must have been in business three or more consecutive years; have five or more paid full-time employees (excluding external consultants or Board of Directors); provide direct supervision by a supervisor who holds professional credentials in the area for which the

internship is created; and not be owned or operated by family and/or friends of the students. Similar internships cannot be repeated at the same organization for additional credit.

The internship description must provide evidence that student will: extend the skills/knowledge they acquired in relevant classes; develop of new skills appropriate for the student's track and major, have regular face-to-face interaction with the supervisor at the internship site; spend no more than 15% of the work hours in administrative or clerical work in or outside the office, including hours at promotional event.

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). You will be provided with the required forms and templates once the internship is approved for credits.

All materials should be turned in by the due date established at your first meeting with your faculty 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 explain.

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.).
- a professional quality picture of the student on the job.
- **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 Integrity Policy

All student work including assignments, presentations, and tests must adhere to the university's Student Academic Integrity Policy <https://www.towson.edu/about/administration/policies/03-01-00-student-academic-integrity-policy.html>. The policy addresses such academic integrity issues as plagiarism, fabrication, falsification, cheating, complicity in dishonesty, abuse of academic materials, and multiple submissions. See the last page of this syllabus for the department's policy concerning plagiarism and cheating. Penalty of the violation of academic integrity ranges from F for the assignment to F for the course. In addition, a report is filed in the Office of Student Conduct and Civility Education.

Title IX Statement:

Towson University (TU) is committed to ensuring a safe, productive learning environment on our campus that does not tolerate sexual misconduct, including harassment, stalking, sexual assault, sexual exploitation, or intimate partner violence [Policy 06.01.60]. It is important for you to know that there are resources available if you or someone you know needs assistance. You may speak to a member of university administration, faculty, or staff, but keep in mind that they have an obligation to report the incident to the Title IX Coordinator. It is a goal that you feel able to share information related to your life experiences in classroom discussions and in one-on-one meetings. However, it is required to share information with the Title IX Coordinator regarding disclosures, but know that the information will be kept private to the greatest extent possible. If you want to speak to someone who is permitted to keep your disclosure confidential, please seek assistance from the TU Counseling Center 410-704-2512 to schedule an appointment, and locally within the community at TurnAround, Inc., 443-279-0379 (24-hour hotline) or 410-377-8111 to schedule an appointment.

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 as described in <https://www.towson.edu/accessibility-disability-services/>. Students with disabilities are encouraged to register with Accessibility & Disability Services (ADS), 7720 York Road, Suite 232, 410-704-2638 (Voice) or 410-704-4423 (TDD). Students who suspect that they have a disability but do not have documentation are encouraged to contact ADS for advice on how to obtain appropriate evaluation. A memo from ADS authorizing your accommodation is needed before any accommodation can be made.

Weapons Policy

To promote a safe and secure campus, Towson University prohibits the possession or control of any weapon while on university property. See the university policy at <https://www.towson.edu/about/administration/policies/06-01-11-weapons-prohibited.html>.

MCOM460 INTERNSHIP IN AD/PR SYLLABUS

ASSIGNMENTS CHECKLIST

Student _____ Faculty _____ # of credits _____

Work site _____ Semester _____

Date	Assignments	Completion	Comments
	<ul style="list-style-type: none"> • Initial meeting: <ul style="list-style-type: none"> ○ Internship eligibility ○ Approved Job Description ○ Course syllabus review 	_____ _____ _____	
	<ul style="list-style-type: none"> • The Learning Plan 	_____	
	<ul style="list-style-type: none"> • Mid-Semester Evaluation • Up-to-date Journal Report 	_____ _____	
	<ul style="list-style-type: none"> • Final Evaluation • Student Internship Evaluation • Journal (complete) • Reflective Report & Portfolio • Letter to Future Students • Hours Log 	_____ _____ _____ _____ _____ _____	
For faculty use only			
	<ul style="list-style-type: none"> • Final grade submission 		S ___ U ___
	<ul style="list-style-type: none"> • Recommended for future placement 		Yes ___ No ___ Maybe ___ Explain:
	<ul style="list-style-type: none"> • Other 		