

An Internship in Advertising and Public Relations (MCOM 460)

Faculty _____ Section _____ # of credits _____

Office _____ Phone _____ E-mail _____

COURSE DESCRIPTION

With approval from the department and 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. Junior/senior standing; majors only.

The number of units (1-3) 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.

LEARNING OUTCOMES

Students are expected to acquire the following knowledge and skills through an 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 a professional portfolio, if possible.

ENROLLMENT REQUIREMENTS AND PREREQUISITES

Majors only. Junior/Senior standing. Prerequisites: MCO101, MCOM210, and MCOM214 or MCOM253.

- Must earn a combined average grade 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 have interned before. All students seeking to register for MCOM 460 must receive the department's approval in advance. The online approval form is available from [the internship registration page](#). Please contact the MCOM Internship Coordinator (Prof. Jung-Sook Lee, jslee@towson.edu) with any questions.

APPROVAL CRITERIA

The internship sites must have been in business for three or more consecutive years; have five or more paid full-time employees (excluding external consultants or Board of Directors); have a

DEPARTMENT OF MASS COMMUNICATION, TOWSON UNIVERSITY

physical company location (not a residential or post office box address; not a virtual company); 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 the student will: extend the skills/knowledge they acquired in relevant classes; develop new skills appropriate for the student's track and major, have regular interactions 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 events.

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.8). 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, and virtual work hours, if applicable.
- a short description of activities you performed that day.
e.g., tasks you were assigned and completed, people you met, new things you learned, the most difficult task you accomplished, the most interesting or least interesting task you were assigned.
- 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 assess its relevance, the learning process, and the knowledge and 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 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 of (or links to) internship work examples (advertisements, social media posts, press releases, articles, newsletters, 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, and 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 the level of understanding required before 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 advisor 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 submits all assignments and evaluation forms, and earns 70% or more from the graded works.
- **Unsuccessful:** Student fails to submit one or more assignments and evaluation forms, or earns less than 70% from the graded work.

COURSE POLICIES

Counseling Resources

Students who are experiencing personal difficulties or mental health challenges are encouraged to seek free and confidential assistance at the Towson University Counseling Center (TUCC). Same-day appointments are available, and you can reach a crisis counselor by phone after hours. For more information about TUCC, please [visit their website](#). To make an appointment or for after-hours crisis assistance, please call 410-704-2512.

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. Penalties for violation of academic integrity range from an F for the assignment to an F for the course. In addition, an incident report is filed in the Office of Student Accountability & Restorative Practices.

Students are responsible members of the academic community. You are therefore obligated not to violate the basic standards of integrity. You are also expected to take an active role in encouraging other members of the community to respect those standards. Should you have reason to believe that a violation of academic integrity has occurred, you are encouraged to make the suspicion known to a member of the faculty or the University administration.

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.

Accessibility and Disability Services

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 an appropriate evaluation. A memo from ADS authorizing your accommodation is needed before any accommodation can be made.

Gender Discrimination and Title IX

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 at 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.

Reporting Hate Crimes and Bias Incidents

Per TU Policy, “Towson University prohibits all students, staff, and faculty from committing or engaging in any hate crimes as defined under state and federal law, or any acts of bias, hate, or prejudice exhibited in conduct that is in violation of another University policy on campus, on University property, at University- sponsored events, or when engaged in University activities and business on or off campus. The University must receive notice to respond effectively to alleged Hate Crimes or Bias Incidents in the University Community. Please report or file a complaint of a Hate Crime or Bias Incident in the following ways:

- **Report to University Police:** Towson University's Police Department (“TUPD”) will determine if incidents are criminal in nature. In cases of hate crimes, individuals can be punished with fines and/or imprisonment. Felony offenses demonstrated to be motivated by bias are subject to enhanced penalties.
- **Contact the Office of Inclusion & Institutional Equity:** Online at: <https://towson.edu/notattu>, email at: OIIIE@towson.edu, telephone, In- person or via regular mail

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>.

TOWSON UNIVERSITY
College of Fine Arts and Communication
Department of Mass Communication
Towson, MD 21252
410-704-3431

MEMORANDUM

TO: All Students in the Department of Mass Communication
FROM: Department Faculty
SUBJECT: ACADEMIC INTEGRITY

Cheating

The Department of Mass Communication has adopted the following policy regarding cheating: Any student caught cheating on any quiz or exam will receive an "F" on the quiz or test, and a possible "F" for the course.

Plagiarism & Fabrication

Plagiarism is passing off someone else's writing as your own, such as (but not limited to) 1) paraphrasing a source too closely without attribution, 2) using a news reporting interview done by another student for your assignment, or 3) using quotes from a news story published elsewhere in your news story.

The Department of Mass Communication maintains the following policy in both written assignments and oral presentations:

1. All assignments and presentations must be the student's own work. No part of an assignment, presentation or citation may be fabricated or falsified. The use of assignments and presentations authored by others—even with their consent—constitutes plagiarism unless such authorship is made known to the instructor.
2. Reusing your own work without acknowledgment is considered self-plagiarism. Assignments may not be re-used for multiple classes.
3. Passing off materials generated by artificial intelligence (AI) technology constitutes plagiarism. AI technology and other assistance tools should only be used if approved by the instructor. All authorized use of such technologies must be properly cited (see below).
4. Any words quoted directly from a source must be in quotation marks and properly cited. Any images taken from a source must also be properly cited.
5. Any paraphrasing or rephrasing of the words and/or ideas within a source must be properly cited.
6. There are ambiguities in the concepts of plagiarism. Each instructor shall be available for consultation regarding any confusion a student may have.

Any student found plagiarizing in any of the above ways will receive an automatic "F" for the assignment and may receive an "F" for the course. Any student discovered soliciting others to write a paper, speech, test, or other assignments for them will receive an automatic "F" for the course. I

In compliance with Towson University's [Student Academic Integrity Policy](#), documented evidence of plagiarism will be reported to the Office of Student Accountability & Restorative Practices, and a copy will be kept in the department.

Avoiding plagiarism

Most students are careful to avoid blatant plagiarism, which can be defined as the unacknowledged copying of exact words of a source. However, students must also be aware that the concept of plagiarism extends not only to wording but to patterns or sequences of ideas. If you paraphrase a

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section from a book and use the same sequence or structure without acknowledging the original author, then you are plagiarizing.

Here are a few best practices to help you avoid plagiarism:

- Give yourself plenty of time to finish your assignment. Some students in the past have said they accidentally plagiarized because they were working too quickly.
- If you cut and paste content into a document, immediately place it in quotation marks and attribute it to the source. This will help you avoid accidental plagiarism, which has the same consequences as purposeful plagiarism. Your workflow should be:
 1. Open quote
 2. Paste the text
 3. Close the quote
 4. Add the citation.
- Remember that all types of content should be quoted and cited if you are using an exact phrase. Some students in the past have said they didn't realize words copied from an instructor's PowerPoint, or copying text from a dictionary definition would be considered plagiarism. If you didn't write it, put it in quotation marks and cite it.
- Remember: When you quote and cite a credible source, you add credibility to your work.

Citing material from generative AI

If your professor has directed you to use generative AI for an assignment, then you must cite your source and explain how you used it. [According to the APA](#), authors who use generative AI like ChatGPT should devote a paragraph or section of their paper to describe how the tool was used. The APA also recommends that authors provide the prompt they used in the AI tool and the corresponding response. AI-generated material should be cited in the text of the assignment with a corresponding entry in the reference list. For example, in the case of ChatGPT, the in-text, author-algorithm would be as follows: (OpenAI, 2023). The Reference List citation would be as follows: **OpenAI. (2023) ChatGPT-3.5 (Date text generated) [Large language model].** Students should also provide a link to the generative AI tool used. For more information, see: <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Approved by MCOM Faculty, Dec. 8, 2023

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ASSIGNMENTS CHECKLIST

Student _____ Faculty _____ # of credits _____

Work site _____ Semester _____

Date	Assignments	Completion	Comments
	Initial meeting: Approved Job Description Course syllabus review	_____ _____ _____	
	The Learning Plan	_____	
	Mid-Semester Evaluation Up-to-date Journal Report	_____ _____	
	Final Evaluation Student Internship Evaluation Journal (complete) Reflective Report & Portfolio Letter to Future Students Hours Log	_____ _____ _____ _____ _____ _____	
For faculty use only			
	Final grade submission		S ____ U ____
	Recommended for future placement		Yes ____ No ____ Maybe ____ Explain:
	Other		