

University of Pittsburgh at Johnstown

Communication

COMMRC 1903: Internship Course Syllabus, Spring 2016

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COURSE DESCRIPTION

The Internship course is designed to provide you with the opportunity to apply your communication knowledge and background to a marketplace context, thus allowing for a supervised structure for communication theory and practice. The course generally relies on, but is not limited to, the following areas: advertising, public relations, corporate communication, human resources, marketing, media relations, and promotions/event planning.

ELIGIBILITY

In order to be eligible to participate in the Department of Communication Internship credits, undergraduate students must meet the following requirements:

- Major or Minor in Communication (others considered on an individual basis)
- Junior or Senior status (sometimes at supervisor discretion)
- Minimum 2.5 GPA overall and 2.5 GPA in Major
- Minimum 2.5 GPA in Communication Minor when applicable
- Enrollment and billing for term of internship ONLY

Note: Credit value for internships can vary. Keep in mind the maximum number of internship credits students may earn in their academic career is 12.

Each credit = 42 hours of internship by the end of the semester. Multiply the credit number x 42.

For instance, a 3 credit internship entails approximately 9 hours per week, for 14 weeks, for a total of 126 hours (3 x 42); a 6-credit internship requires approximately 18 hours per week, for a total of 252 hours (6 x 42) and so on.

Some internships may require more or less hours in certain weeks versus others; the total hour count is what must be prioritized and fulfilled.

The weekly timesheets are to be filled out by the student with an account of dates and hours. A brief description of work/tasks must accompany each listed hour count. Supervisors will need to sign and date the weekly timesheets. At the end of the semester, the submitted timesheets will be used to calculate total internship hours.

At midterm and final, appraisals must be filled out and signed by the supervisor. The student must also sign the appraisals.

INTERNSHIP REQUIREMENTS

COURSE GRADING AND POLICIES*

Requirements for the Internship Program include:

1. Sending in timesheets on a weekly basis (some flexibility; contact me in extenuating circumstances)
2. Submitting both midterm and final performance appraisals on time (appraisals should be positive)
3. Submitting midterm report on time (assessed for quality)
4. Submitting a final paper OR portfolio on time (assessed for quality)
5. Completing the required internship hours (see above)

You will need to work closely with your supervisor to know what is required of you and how you are able to meet internship expectations. It is your responsibility to have your supervisor's signature on your weekly timesheets and both appraisals. It is also your responsibility to make sure that your supervisor completes your midterm and final performance appraisals in a timely manner to avoid a late grade. Note that in rare cases supervisor-based appraisals or timesheets may be used—you should contact me to discuss this issue, which is usually at the discretion of site HR.

*Although the employer's/supervisor's appraisals and evaluations weigh heavily in the final grading, materials turned in to Dr. Lucas are also taken into account. Hour counts must be met and submitted in order to receive a passing grade.

Grading of all Communication Department internships is on an S/U (Satisfactory or Unsatisfactory) basis.

NOTE: Late timesheets, papers, and/or appraisals can negatively impact your grade. If special circumstances develop, please contact me.

Use of Email. If you do not access your Pitt email on a regular basis, please redirect the Pitt account to the one you do access on a daily basis. I may occasionally provide course information through Pitt email.

I expect professionalism in all emails, so make sure to include an appropriate subject line, a greeting, and a closer whenever emailing me. Any emails not including both written text and your name in the email body will be disregarded and deleted; this is especially important to consider if you are sending me assignments.

Use of Blackboard/Courseweb. Blackboard (Courseweb) will be used to post materials (syllabus, timesheets, appraisals) for the course. Please check Blackboard for course materials.

Submission of Course Papers and Projects. All course papers and assignments need to be typed, 12-pt. font, Times New Roman or Calibri, and double-spaced. You must abide by either APA or MLA style for any reference lists, margins, or in text citations. **Timesheets, appraisals, and projects may be submitted to me directly, placed in my mailbox, scanned, emailed, etc. according to student preference.**

Academic Integrity and Using Sources. Unless otherwise instructed, all assignments are to be completed as your original, individual work. Threats to academic integrity include, but are not limited to, cheating (copying from someone else, using electronic devices or notes to cheat), plagiarizing (using another person's ideas and stating their words as your own), fabricating of information or citations (making up sources), facilitating acts of academic dishonesty by others (letting someone copy your paper or test), having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, and tampering with the academic work of other students. Any information obtained from the Internet or any other source must be cited or it will be considered plagiarism. Academic dishonesty simply will not be tolerated. **In the event that a student plagiarizes and/or commits an academic integrity violation (see above), he or she will automatically fail the course. Note that procedural process will be initiated in any plagiarism or academic integrity case, which can result in additional consequences.**

Failing to properly cite sources in text or in the Works Cited or References can result in additional deductions to the course grade. **For this course, students may account for course terms and ideas and concepts by simply crediting the class and professor in text (see assignment descriptions); if using other sources, MLA or APA must be used.**

NOTE: Wikipedia, other Wikis, Encyclopedias/Encyclopedia Websites, and/or Dictionaries/Dictionary Websites should NEVER be used as sources for information on any submissions in this course. Wikis are not credible sources, and dictionaries and encyclopedias lack Communication applications.

DUE DATES FOR ASSIGNMENTS

- Timesheets: **Due weekly** (signed and dated by your internship supervisor). You will be provided a blank timesheet electronically that is to be photocopied, printed, etc. and used as your master copy.
- Midterm Appraisal (signed by student and supervisor): **Monday, February 29, 2016**
- Midterm Summary Report: **Monday, February 29, 2016**
- Final Appraisal (signed by student and supervisor): **Monday, April 25, 2016**
- Final Paper OR Portfolio: **Monday, April 25, 2016**

MIDTERM SUMMARY REPORT DESCRIPTION: MIDTERM APPRAISAL ALSO DUE

A summary report (2-3 pages typed and double spaced, not including title page, References and/or Works Cited) on the progress of your internship and responsibilities so far is to be turned in with your midterm performance appraisal. The paper should include at least three Communication concepts you have learned in your Communication classes which you think could apply to your final paper/analysis—if you ultimately complete a portfolio for final, you will not need to apply the Communication concepts to it, but you should propose them in this midterm summary report either way. Be sure to mention the applicable course and the professor of that course for each concept named (do not get just definitions of Communication concepts online). If you are not a Communication Major or Minor, you may use terms from your own Major courses.

FINAL PAPER OR PORTFOLIO: FINAL APPRAISAL ALSO DUE

Your final assignment will be to complete and turn in a paper OR a portfolio. You do not need both.

Portfolio Option Description

Portfolios may be completed if a student has a **minimum** of 10 writing/graphic design/press release/memo/handout, etc. samples. Different kinds of samples can be combined for your 10, but the total must be at least 10. Portfolios should include a short narrative description of your internship experience (a couple paragraphs) and a brief explanation of the role you played in creating each of the samples (a short paragraph accompanying each sample). Portfolios should also include a display of the 10 samples. The work included in the portfolio should be assembled in a three-ring binder, or submitted electronically, and should be organized into marked sections. I will hold portfolios in my office for one full semester after the course concludes—please pick them up, as they can be helpful for future interviews!

Final Paper Option Description

If you do not have work samples to include in a portfolio, or if you would prefer, you can complete a final paper. The final paper is a written paper (5-6 pages typed and double spaced, not including title page, References, and/or Works Cited) describing the internship experience. The paper should include:

- Identification of your internship site and supervisor
- Discussion of your tasks and responsibilities
- A description of any key events or duties you found most beneficial to your experience and why
- A detailed discussion of concepts/theories you learned in your Communication courses and how you saw them applied in the internship work setting (at least three). These can be the same concepts from the midterm paper, though you should give more depth in your application here. Be sure to mention the applicable course and the professor of that course for each concept named.
- Advice you would give future interns working with this organization

Remember:

**All internship materials are due on or before:
Monday, April 25, 2016**

**Final portfolios will be held in my office for one full semester
following your internship.**

ADDITIONAL NOTES

As an intern earning communication credits, you are a representative of University of Pittsburgh at Johnstown and its mission. Therefore, you bear the responsibility of representing yourself and the university.

As a student intern, you are responsible for maintaining the confidentiality of the information and programs to which you are exposed at the work site. This means you cannot share confidential information—reports, ideas, strategies, etc., with anyone outside the organization for which you are working. Violation of this requirement will result in a failing grade for the internship. You may also be subject to university judicial proceedings.

If at any time during the semester you encounter a problem with any aspect of your internship, please contact me as soon as possible.

Best wishes and work hard.