

COMM 391-21E (2491) Advertising/PR Internship

Loyola University Chicago, Spring 2020 (Monday 7:00-9:30, SOC 010)

Dr. Pamela Morris (Office hours: Tues. 5:00-6:30 and by appointment, Lewis Tower #906, pmorris1@luc.edu)

COURSE DESCRIPTION

This Internship course provides a supervised field experience that enables students to have hands-on professional learning at a wide range of advertising and public relations agencies and corporate and non-profit organizations. Students will refine and gain proficiency in professional conduct and industry skills while systematically reflecting on their experiences.

You will need to put in **150 hours** on your internship. This averages approximately 12 hours a week over 13 weeks.

Learning Objectives

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Learning to *apply* course material (to improve thinking, problem solving, and decisions).
3. Developing specific skills, competencies, and points-of-view needed by professionals in the field most closely related to this course.

Overview

There are two class meetings:

Meeting One: Monday, January 27, 7:00-9:30, SOC 010

The first meeting will cover course structure and specifics, internship strategies for success, and introductions.

Meeting Two: Monday, April 20, 7:00-9:30, SOC 010

In the wrap-up meeting you will make a presentation, discussing your internship, duties, and accomplishments. You will need to show some of your work and discuss what you felt was worthwhile, and share insights on how the experience influenced your career direction.

Grading Criteria

- Learning question: 5 points
- Completion of Engaged Learning file on LOCUS: 4 points
- Reports, seven reports worth 5 points each: 35 points
- Timesheets, seven timesheets each worth 1 point: 7 points
- Final Report: 20 points
- Performance on internship as assessed by your on-site supervisor: 15 points
- Attendance and participation at two class meeting, 5 points each: 10 points
- Completion of Loyola Mission reflection: 4 points

Grading Scale

| | | | |
|-------------|-------------|-------------|-------------|
| 100-95% = A | 89-87% = B+ | 79-77% = C+ | 69-67% = D+ |
| 94-90% = A- | 86-83% = B | 76-73% = C | 66-63% = D |
| | 82-80% = B- | 72-70% = C- | 62-60% = D |
| | | | 59% > = F |

LEARNING QUESTION

Due Friday, January 31, 11:55 pm

Based on insights from the application packet and our first class discussion, edit your Learning Question and enter it on Sakai.

ENGAGED LEARNING FILE

Due Friday, January 31, 11:55 pm

Since the Ad/PR Internship meets your Engaged Learning Requirement, you must enter the details of your internship on LOCUS so the university can meet its federally mandated accounting requirements. Please review the following document for instructions, then register your internship:

<https://www.luc.edu/experiential/forstudents/locustutorial/>

If for some reason your information is not accepted on LOCUS, indicate that on the Sakai assignment by the due date and then let the instructor know when it is resolved.

REPORTS (These are typically every two weeks with some exceptions)

Each report is due by 11:55 p.m. on the date below. These reports should be at least 400 words discussing your experiences and addressing the questions asked. Use these questions as a starting point. Write clearly and include some specific details and examples to describe your experience and work activities. **Number and date each report at the top of the document. Cut and paste your report to Sakai in the “Assignment Text” section.**

Report #1 Due Friday, January 31

- (1) What were your specific activities and responsibilities so far on your internship?
- (2) Do you have any new insights about your learning question and your personal goals for the internship?
- (3) How would you assess your learning and performance since you started your internship?

Report #2 Due Friday, February 7 (Note, this is only one week later.)

- (1) What were your specific activities and responsibilities during this period since your last report?
- (2) Are your duties changing? What can you do now that you couldn't do before you started the internship?
- (3) What is easiest about the internship? What is most difficult?
- (4) How do you feel you are perceived in the workplace? Does this seem accurate or inaccurate, and how so?

Report #3 Due Friday, February 21

- (1) What were your specific activities and responsibilities during this period?
- (2) What have you not done in your internship that you want to do?
- (3) What is your most important learning so far?

Report #4 Due Monday, March 9 (Note, this is an extension because of spring break – it would normally be due Friday, March 6. Feel free to turn it in early if that may work better for you.)

- (1) What were your specific activities and responsibilities during this period?
- (2) Assess your current progress on your goals.
- (3) What have you done to begin the research for answering your learning question?
- (4) Are you getting exposure to the workings of the organization? What have you learned about the interpersonal and power dynamics?

Report #5 Due Friday, March 20

- (1) What were your specific activities and responsibilities during this period?
- (2) In what ways has your supervisor contributed to your learning goals? Use specific examples.
- (3) How has your personal communication style changed since you began your current internship?

Report #6 Due Friday, April 3

- (1) What were your specific activities and responsibilities during this period?

- (2) Are you meeting or working with different people in the organization to help you gain a broader understanding of the organization?
- (3) Who are you interviewing to complete the research for your learning question?
- (4) What advice would you give to someone just starting an internship here?

Report #7 Due Friday, April 17

- (1) What were your specific activities and responsibilities during this period?
- (2) What is your perspective toward a career in the area of your current internship?
- (3) What specific skills have you developed during this internship that you did not have before?

TIMESHEETS

Also due on most Fridays (one is due Monday) usually every two weeks (one is due after only a single week) are your timesheets (note exceptions in the timetable). As indicated on Sakai, timesheets are due by 11:55 p.m. on Fridays, January 31, February 7 and 21, March 9 (Monday) and 20, and April 3 and 17. Any additional timesheets needed to complete 150 hours need to be emailed to the instructor by April 20, 9:30 pm. Timesheet forms are in your Internship Application Packet or at <http://www.luc.edu/soc/resources/resourceforms/> Timesheets must be signed by your supervisor. Scan or photograph the document and upload to Sakai. If your employer already has you completing a similar form, you may submit that instead provided you follow the same schedule. In order to turn in your timesheet on time, you may determine to document your time through an earlier date such as Wednesday before; the time period does not need to conclude with the day the time sheet is due. To successfully complete the course, you must conduct at least 150 hours on site at your internship. This averages approximately 12 hours a week.

TIMELINESS AND GRADES

Timely uploading to Sakai of your reports and timesheets is essential to achieving a high grade in this course. Missing or late assignments will result in a lower grade. **There will be a one-point deduction for each day an assignment is late and a .1 deduction for each day a timesheet is late.** Note, if your internship starts or ends early relative to the Loyola semester, you must clear this with the instructor and you are responsible for submitting something for each report by its due date. If your onsite supervisor fails to sign your timesheet in a prompt manner, you may indicate this in the assignment on Sakai once without penalty (as long as you upload the timesheet as soon as you get it signed) and then for future timesheets you will want to approach your supervisor and secure the signature further in advance of the due date.

LOYOLA UNIVERSITY CHICAGO'S MISSION REFLECTION

Due Friday, April 3, 5:00 pm

Submit a reflection on Loyola University's mission statement.

"We are Chicago's Jesuit Catholic university – a diverse community seeking God in all things and working to expand knowledge in the service of humanity through learning, justice, and faith."

Referencing Loyola's mission statement above, compose a written reflection of at least 2 pages, double-spaced, that explains:

- How did you connect your in-class and out-of-class learning experiences?
- How did your Engaged Learning experience help you to connect to the University's mission?
- How did the Engaged Learning experience in this course impact your personal, intellectual, civic, and/or professional development?

Note. “Engaged Learning experience” means your internship. When referring to “in-class experiences,” consider your other SOC courses as well as this one. Submit your completed reflection on Sakai.

SUPERVISOR EVALUATION

Due Monday, April 20, 5:00 pm

At least one week in advance of the due date, give your supervisor the Supervisor Evaluation Form found in your application. Another copy is on Sakai if you need it. Ask the supervisor to email the form to Pam Morris at pmorris1@luc.edu by the due date.

FINAL PAPER

Due Monday, April 20, 5:00 pm

This paper integrates your course work, your internship experience, and your goals for professional development. Try to put your internship into perspective and show your level of responsibility and initiative for learning. The major emphasis should be on Part I. Consider Part II as a brief individual assessment. This entire paper should be no more than 2,000 words long. Submit this document on Sakai.

Part I – Learning Question

This question should be answered in detail with specific examples and support. Research must be based on primary resources including personal experience, interviews, and activities during the internship. Use quotes and attribution in the body of your copy. Your answer should reflect your new knowledge and understanding.

Part II – Individual Assessment

Preparation

How did your courses and class work prepare you for your internship? Describe specific topics, theories, and ideas that were useful.

Knowledge and Skills

What were the most important things that you learned during this internship? Relate your learning to specific activities and experiences in your internship.

Integration

How does the internship fit into your future career or graduate study? Write about the value of the internship experience in relation to your professional development. How will you apply the things you have learned?

Evaluation

How would you evaluate your overall performance in the internship? Support your answer with specific examples related to the intern evaluation form.

FINAL CLASS PRESENTATION

Monday, April 20

Come to our second class meeting prepared to share the highlights of your internship experience with your peers. Bring visuals – PowerPoint, Prezi, props, photographs, etc. – that will help us understand where you interned and what you did. Show us some specific examples of your work. Explain your duties and your accomplishments. Keep it brief and interesting. This is not a recount of your final paper; think of it as an engaging snapshot of your experience. Share with us insights on how the internship has changed or influenced your interest in the field.