**CMN 4275: Internship (1-12 credits)**

**Fall 2016**

**Credit/No Credit**

**Instructor:** Dr. Angela S. Jacobs

**Office:** Coleman Hall, Room 1741

**Office Hours:** 9-10a MWF; 11a-1p W & F ; 9a-12p Tues.; or by appt.

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**Course Description:** (Credit/No Credit) The Internship course is essentially “on-the-job” experience in a firm or organization approved by the Department of Communication Studies. During the course of the internship, students will learn about, reflect upon and write about their internship experience. All assignments for the Internship course will be submitted through D2L. Students are expected to log into D2L on a weekly basis for important announcements, updates, and assignment requirements.

***Prerequisites*:** Completion of CMN 2010, 2020, 2030, 2040 with a grade of "C" or better, 12 hours of CMN courses, permission of internship director, acceptance by firm, and a cumulative 2.75 G.P.A., or 3.0 within the major.

**Please remember that 1 academic credit is equal to 40 hours of work. If you are enrolled for 2 credits, you must complete a total 80 work hours; 3 credits for 120 work hours, etc.**

**Course Objectives:**

1. Develop knowledge, skills and competencies as required by the internship organization
2. Describe, analyze and evaluate your internship experiences in both written and oral forms
3. Understand how communication functions within the organization
4. Understand the importance of communication skills and interpersonal relationship skills at the internship site
5. Demonstrate an understanding of relevant communication theories and principles related to the internship experience

**Grading/Evaluation:**

You will receive a grade of either **credit or no credit**. To earn credit for the course, you must successfully:

1. Complete the required number of hours (see your internship contract)

2. Complete the required number of weekly logs/journal assignments

3. Prepare and Participate in a scheduled on-campus poster board presentation

4. Attend a mid-term and final conference with the Internship Coordinator

5. Receive a passing grade from your immediate supervisor (the final evaluation)

**Assignments:**

1. **Weekly Log/Journal Entry-** Students will submit a weekly log of internship hours (logging both weekly hours and total accumulated hours). Students will also complete a weekly journal assignment detailing the following information:
   1. A description of that week’s duties/responsibilities performed, articulation of the job skills and knowledge acquired, and a discussion of both positive and negative experiences. Students should provide a rich discussion of the communication climate using theories and concepts gleaned from the communication courses s/he is or has been enrolled in at EIU. Students are also encouraged to add information regarding the relational aspects of the internship (e.g. the cohesiveness of the group or team you are a part of, conflict, relationship dynamics, etc.)
   2. Students should also reflect on the following question: Do your observations and experiences from your internship site confirm the theory and research you have learned from your classes? Why or why not?
   3. All weekly logs & journals will be turned in on D2L. Students should ensure that weekly log/journal entries correspond with the correct dropbox submission for that week.

A sample log might look like the following:

|  |
| --- |
| **Week 3:**September 5-9, 2016  **Weekly Total**: 20 hours  **Internship Total:** 30 hours  I had a productive week at my internship. I met with my supervisor and we discussed my responsibilities for the week. I also attended three seminars regarding students’ use of social media. These seminars helped me identify the reasons why students use social media, how they are using it, and the implications of that use. These seminars also helped me think about how I might create promotional materials for a college student audience. For example, I learned that Facebook, Instagram, and Twitter are “go to” media formats for college age students. This means that if I want to create promotional material for college students, I might want to use Facebook or Twitter to reach them. College students rarely read newspapers and only sometimes rely on emails and text messages for important (professional) information. I also had one meeting with my direct supervisor, Mary, who has tasked me with planning an open-house event for our company. My role in the event planning process includes: scheduling a venue for the event, coordinating food and entertainment, and promotional materials.  The courses I’ve taken in advertising and marketing have been useful tools for this internship. For example, I have promoted or will be promoting events such as (fill-in-the-blank) through social media and flyers (see attached material). I used both Photoshop and InDesign to create professional flyers and promotional material for (fill-in-the-blank). When putting together the flyers and other marketing material, I drew upon \_\_\_\_\_\_\_\_ theory to help in my design. |

1. **Poster Board Presentation:**

Students will be required to participate in an end-of-the-semester poster board session of some kind (Dates and times TBD). Students will develop a poster board that highlights their learning experiences as an intern. Poster board categories should include: (a) name of internship/company & location, (b) duties and responsibilities associated with the internship, and (c) skills and knowledge acquired. The poser board session also gives students the opportunity to discuss the internship experience with conference attendees in a one-on-one setting. This assignment will also promote the internship itself as an important learning experience (the internship is one component in the experiential education tradition). **Participation in the poster session is MANDATORY to receive credit for the internship class.**

1. **Final Paper:**

Students will write a final reflection paper detailing their overall experience and outcomes in the internship experience. Students may use their weekly logs to develop the final paper. Papers should be 5-7 pages (double-spaced, typed, 12 point font) and should include: (a) *description* and *analysis* of duties and experiences, skills and knowledge acquired as a result of the internship, (b) discussion of goals satisfied/unmet, (c) a discussion of how your classwork prepared you for the internship, (d) an assessment of how your internship will affect future classwork/employment**.**

1. **Midterm and Final Conferences**

Students are responsible for scheduling a mid-semester conference (in October) and a final conference (in December) with the internship coordinator. Sign up times for mid-semester and final conferences will be posted on D2L. It is the student’s responsibility to sign up for an advising appointment. Conferences will take place in the internship coordinator’s office (Coleman Hall, Room 1741), where we will discuss your internship experience. Meetings should last no longer than 30 minutes. Mid-semester and final semester conferences are MANDATORY and not optional. You cannot get credit for this class if you do not complete the required conferences. **Please note: you MUST contact me in advance if you need to cancel a conference. It is disrespectful and a waste of my time if you schedule an appointment and do not show up. If you cancel an appointment, you MUST reschedule it.**

**Students with disabilities:**

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Please stop by 9th Street Hall, Room 2006, or call 217-581-6583 to make an appointment.

**The Student Success Center:**

Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center ([www.eiu.edu/~success](http://www.eiu.edu/~success)) for assistance with time management, text taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to 9th Street Hall, Room 1302.

**Booth Library:**

Located in the center of campus, Booth Library is the best place to do research, find expert help, or study in a calm, distraction-free environment. In addition to the many print resources, Booth provides access to high quality e-books, journals and scholarship not freely available on the Web. Stop by the Reference Desk or go to [http://library.eiu.edu](http://library.eiu.edu/) to explore library resources. Get expert help with your research by contacting the Booth Library reference librarians. Visit, call 581-6072, or go to <http://booth.eiu.edu/ask> to connect with a librarian.

**Make-up Policy:**

You are expected to complete all work on time. If there are u*niversity approved* circumstances that prevent you from completing the work on time, you will be allowed a reasonable opportunity to make up the work. Work that is late without a university accepted excuse will be accepted AT THE DISCRETION OF THE INSTRUCTOR and, if accepted, will be penalized **one letter grade. ALL make-up work must be turned in within one week of the assigned due date. Any work turned in after the one-week deadline WILL NOT be accepted.** Should you find yourself unable to turn in a written assignment on time, you **must** talk with me about turning it in late **on or before** the day it is due. Do NOT assume that you can turn it in whenever your schedule permits.