

Florida International University
School of Journalism and Mass Communication
MMC 4945 Communication Internship
Section B51 for Advertising and Public Relations Students
Spring 2016

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As you know, the internship course does not meet like a regular class. But I would welcome the opportunity to meet with you at any time during the semester. If my office hours are not convenient and you want to meet either in person or by phone, please call or e-mail me and we will set up an appointment.

General Course Information

Course Description

MMC 4945 Communication Internship gives students the opportunity to apply what they have learned in classes to the practice of advertising and/or public relations in real-world organizations, companies and agencies. Students also will have the opportunity through their internship placements to acquire new professional skills through the supervision of an experienced practitioner.

Course Objectives

- Apply advertising and/or public relations skills to real-world organizations, companies and agencies.
- Become acquainted with workplace etiquette and “netiquette” in preparation for assuming other internships or employment.
- Practice writing in a variety of business formats that demonstrates proper use of grammar, punctuation and vocabulary.

Accreditation Objectives

The FIU School of Journalism and Mass Communication is nationally accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC), which requires that 12 core values, competencies and abilities be addressed in a program’s overall curriculum.

The following are ACEJMC student learning outcomes that will be targeted in this course

- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; think critically, creatively and independently;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work.

Suggested On-line Reading

There are many on-line sites, particularly blogs and websites, which carry current information about the practice of advertising and public relations. As a practitioner of strategic advertising and public relations, it's critical that you are aware of advertising and public relations situations that "make" the news, either for positive or negative reasons. You should be checking at least one practice-oriented blog each day; you need to be up to date on what's happening in the profession(s) in which you hope to find a career.

Here's a list of some of the blogs available:

http://www.mediabistro.com/prnewser/the-25-other-pr-blogs-you-should-bookmark-today_b98116?fb_action_ids=10154523992445529&fb_action_types=og.likes

www.blogmetrics.org/advertising

Major professional associations in advertising and public relations – such as the American Association of Advertising Agencies and Public Relations Society of America -- also maintain blogs.

Additional Readings

I'll post other readings, usually accessible online through links but sometimes made available to you as pdfs that I think may help you in making the most of your internship and capitalizing on your internship experience in searching for future internships or employment.

Course Communication

Communication in this course will take place via FIU e-mail. If you use another e-mail provider, please link your FIU e-mail with your personal e-mail so mail is automatically forwarded.

Academic Integrity

Students are expected to be honorable and to behave in a manner appropriate for a community of scholars. Florida International University's Code of Academic Integrity applies to all work associated with this class. Any form of academic dishonesty will be treated as a violation of the policy. The code states: "Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of Florida International University."

Academic misconduct is defined as the following intentional acts or omissions committed by any FIU student:

1.01 *Cheating*: The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Any student helping another cheat may be found guilty of academic misconduct.

1.02 *Plagiarism*: The deliberate use and appropriation of another's work without any indication of the source and the representation of such work as the student's own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is guilty of plagiarism. Any student helping another to plagiarize may be found guilty of academic misconduct.

1.03 *Misrepresentation*: Intentionally lying to a member of the faculty, staff, administration, or an outside agency to gain academic advantage for oneself or another, or to misrepresent or in other ways interfere with the investigation of a charge of academic misconduct.

1.04 *Misuse of Computer Services*: The unauthorized use of any computer, computer resource or computer project number, or the alteration or destruction of computerized information or files or unauthorized appropriation of another's program (s).

1.05 *Bribery*: The offering of money or any item or service to a member of the faculty, staff, or administration anyone in order to commit academic misconduct.

1.06 *Conspiracy and Collusion*: The planning or acting with one or more fellow students, any member of the faculty, staff or administration, or any other person to commit any form of academic misconduct together.

1.07 *Falsification of Records*: The tampering with, or altering in any way any academic record used or maintained by the University.

1.08 *Academic Dishonesty*: In general, by any act or omission not specifically mentioned above and which is outside the customary scope of preparing and completing academic assignments and/or contrary to the above stated policies concerning academic integrity.

SJMC Diversity Statement

The School of Journalism and Mass Communication (SJMC) fosters an environment of inclusivity and respect for diversity and multiculturalism. The SJMC educates students to embrace diversity and understand the root causes of discrimination, as well as social, ethnic, sexual, disability and gender-based exclusion.

Assignments

Keeping a journal

Create a journal – like a professional diary – for your internship. After each time you work at your internship, write down what you did, what you learned and any opinions and thoughts about what happened that day. You may do this in your handwriting if you prefer rather than typing it, but make it legible. There are no length requirements.

Submit this to me February 15, March 21 and April 25 for my review.

I will not grade your journals. I will use them only to help you get the most possible out of your internship. Your journal also is a good way to let me know if there are any problems or uncomfortable situations with your internship that you don't think you can share with your supervisor. I am the only person who will see your journal.

A summary report

Write a report, three to five pages, that summarizes what you accomplished during your internship and what you learned from your internship experience. Note that this should not be a “puff” piece that includes only positive things; if there are negative things, please share them as well. You may, if you wish, attach/include samples of work you did during your internship.

Submit this to me by April 25.

Your supervisor's evaluation of your work

It is your responsibility to make sure that your supervisor completes the required evaluation of your performance. I will email this form to you when you sign up for credit. I suggest you make the evaluation form available to your supervisor at the beginning of your internship so he/she knows from the beginning what aspects of your performance she/he will be expected to evaluate. You also might find it helpful to know how you'll be evaluated. Your supervisor needs to send the evaluation directly to me, either in hard copy form or as a scanned document via e-mail, so **that I receive it no later than April 25**. Your supervisor should not give the evaluation to you and ask you to deliver it.