Advertising/Journalism/Public Relations Internship

Spring Term 2014

Course description: Supervised work at an organization engaged in professional advertising/public relations/journalism activities under the combined direction of professor in a classroom setting and practitioners in a professional organization.

Course overview
As part of the culminating experience in the JMS major, the internship bridges academic study with professional practice. The combination of internship and educational experience gives the student opportunities to analyze, question and share experiences with other students, as well as professionals, in person and online.

Course objectives

Outside the classroom:

• The student will be supervised by a full-time, salaried professional working in the field of the intern’s major or intended career.
• The student will be provided hands-on training and skills development that can be used in multiple employment settings in the intern’s future.
• The student will be trained in a professional, brick-and-mortar setting that adheres to the core workplace standards established by state and federal laws.

Inside the classroom:

• The student will learn about the value of personal branding, both online and off, and critique their own web and social media presence.
• The student will refine their resume and elevator pitch.
• The student will explore career resources and gain knowledge of the process of applying for a job, interviewing and negotiating a salary.
• The student will establish and enhance their online portfolio before presenting it to a panel of professionals.

* Note: The degree to which a student is required to participate in the inside-the-classroom assignments and activities is dependent on the number of unit in which the student is enrolled.

Supplies and equipment

• The student should have access to an email account and the Spring 490 Facebook Group, if he/she does not already. Communication and information about the course will be sent via these methods.
• For class meetings in PSFA 358, students are encouraged to bring a laptop or tablet for personal use during class. For students without such a device, classroom iPads will be available for use during the meeting. (See JMS policy on student use of digital labs and equipment below.)
• A private website on the JMS CampusPress account will be assigned for portfolio development. Outside sites may be used for portfolio development purposes, but it is requested that the site be made private for the duration of the course.

Course requirements

1. Students must complete a Learning Plan and follow the guidelines established by JMS and the university, as well as adhere to state and federal laws. The Learning Plan must be reviewed with a supervisor, signed and returned by Monday, Feb. 2 at noon.

2. Students must sign all necessary paperwork, including their syllabus contract, and facilitate return of paperwork from sponsor site to coordinator by the established deadlines, if necessary.

3. Student must complete minimum hours required on-site. Each credit is equal to a minimum of 50 hours worked. Up to three credits are available.
Course requirements (continued)

4. Student must maintain an activity log, which must include daily activity details and a supervisor’s signature on a weekly basis. Two- and three-unit students must report on hours to Nicole Vargas four times during the semester. A copy of the final signed log must be turned in by Wednesday, May 7 at noon.

5. Students must attend and participate in group meetings as laid out on the syllabus. A penalty will be assigned for late arrivals and missed meetings. See “Required hours” below for details.

6. Students must complete seminar assignments by the specified deadlines as explained in the assignment. A penalty will be assigned for missed or incomplete assignments and late assignments will not be accepted.

7. Students must complete an exit evaluation and final project, dependent on the number of credits taken by the student.

Required hours

Educational experience: Per federal labor laws, “the more an internship program is structured around a classroom or academic experience as opposed to the employer’s actual operations, the more likely the internship will be viewed as an extension of the individual’s educational experience.” (Fact Sheet #71: Internship Programs Under The Fair Labor Standards Act) For that reason, participation in class meetings is a required part of a student’s final grade.

Students self-select one of four sections for the spring term – Mondays, 11 a.m.-12:20 p.m.; Tuesday, 9 a.m.-10:20 a.m.; Wednesdays, 10-11:20 a.m. or Fridays, 9-10:20 a.m. Students who must miss their assigned section may attend the week’s other section once during the term. All sections are held in PSFA 358 or 374 unless otherwise specified.

The three-unit student may not miss a section meeting without a documented excuse in advance. While excuses will be evaluated on a case-by-case basis, excuses for internship conflicts will not be accepted under any circumstance. The two- and one-unit student may miss one section without penalty. It is the student’s responsibility to find out what is missed from classmates. Missing more than the above sections will result in a 0 for educational experience participation and, combined with missed assignments, could result in a NC.

Missing two meetings, regardless of the number of units, may also result in an immediate disqualification of a student’s status as a for-credit intern, and upon site notification, can result in dismissal from an internship.

Internship experience: The for-credit internship experience can begin on or after Wednesday, Jan. 21 and end on or before Wednesday, May 6. For unpaid internships, students are expected to intern no more than 10-15 hours per week. Students interested in exceeding that total must petition for additional hours by Monday, Feb. 2 at noon.

The student must complete the minimum required hours for the number of units for which they enrolled (each unit equals a minimum of 50 hours) by Wednesday, May 6. Wednesday, May 6 is also the last day for an unpaid internship. Students may petition for an extension through Wednesday, May 13. While petitions will be considered on a case-by-case basis, petitions will not be considered for hours lost for vacations/personal time or work conflicts. Deadline to submit a petition is Monday, April 20 at noon.

The student is required to have their activity log signed by a supervisor on a weekly basis. Two- and three-unit students (MUs) must report hours by email on the following Mondays by noon: Feb. 16, March 16, April 6 and April 27. Completion of the reporting activity counts as part of the student’s assignments grade.

Deadlines

Assignment details not shared here on the syllabus will be shared on the Facebook Group on a weekly basis. Assignments must be turned in meeting the requirements as outlined. Failure to do so will result in a 0 on that assignment. No late work will be accepted.

Grades on individual assignments will be posted as the semester progresses on Blackboard. If at any time during the semester you are concerned with your progress in the course, please contact Nicole Vargas.

Students with disabilities

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that I cannot provide accommodations based upon disability until I have received an accommodation letter from Student Disability Services. Your cooperation is appreciated. – Statement courtesy of Student Disability Services.
**Academic dishonesty - plagiarism and cheating**

The University adheres to a strict policy regarding cheating and plagiarism. These activities will not be tolerated in this class. The student should become familiar with the policy (http://www.sa.sdsu.edu/srr/conduct1.html). Any cheating or plagiarism will result in NC in this class and a disciplinary review by Student Affairs.

Additionally, the nature of this class also requires a level of confidentiality for internship site clients. If you are privy to confidential information with regard to the persons with whom you are working (i.e. organizational files, diagnostics, personal stories, etc.), it is vital that the student treat it as privileged information. Inclusion of work created during the course of an internship should be shared in a portfolio and elsewhere **only** with explicit permission from a site. In some cases, the student may be asked to sign a confidentiality agreement. He/She is expected to respect that confidentiality.

**490 Conduct – In-class and on-site**

In addition to this syllabus, the student is expected to adhere to the guidelines as set forth in the JMS 490 Learning Plan, which is to be signed by both the student and internship supervisor. If at any point a student is dismissed from their internship for any reason, the student must contact Nicole Vargas immediately.

**Use of JMS-issued computers, tablets and other devices**

In addition to this syllabus, the student is expected to adhere to the guidelines as set forth in the JMS 490 Learning Plan, which is to be signed by both the student and internship supervisor. If at any point a student is dismissed from their internship for any reason, the student must contact Nicole Vargas immediately.

Placement at another site may be available on a case-by-case basis, but in way is guaranteed and the student may receive a grade of NC, regardless of the number of hours completed.

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**JMS 490C Contract**

I have read and understand the format of this course and the policies described in the syllabus. I acknowledge that failure to comply with the terms of the syllabus may affect my success in this class.

Print Name: ___________________________________________ Cell Phone No. ___________________________________________

Signature: ___________________________________________ Red ID: ___________________________________________
# JMS 490 Tentative Class Schedule (subject to change)

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>January 21-23</td>
<td>MANDATORY orientation; Spring internships begin</td>
<td>Students may begin their internship after attending orientation &amp; completing the enrollment process</td>
</tr>
<tr>
<td>Monday, Feb. 2</td>
<td>490 paperwork due</td>
<td>The following must be signed &amp; turned in to the office of N. Vargas by noon: learning plan, syllabus contract.</td>
</tr>
<tr>
<td>Week of Feb. 2</td>
<td>Section I: Personal branding 101 (All students)</td>
<td>How to sell yourself in the digital age and the impact/influence of social media in the career search.</td>
</tr>
<tr>
<td>Week of Feb. 9</td>
<td>Section II: Enhancing your online brand with LinkedIn</td>
<td>Few tools online are designed with the media professional in mind more than LinkedIn. Assignment due: About Page; Social media evaluations (2). (Final About Page with headshot due week of 3/23.)</td>
</tr>
<tr>
<td>Week of Feb. 16</td>
<td>Section III: Introduction to your online portfolio</td>
<td>Senior presentations on May 2 will be here before you know it! Assignment due: LinkedIn, Before &amp; After. MU students must report on hours by noon.</td>
</tr>
<tr>
<td>Week of Feb. 23</td>
<td>OFF: Five-week review (All) Review overview (3 only)</td>
<td>Schedule a meeting with your internship supervisor during the week to gauge your progress and discuss the remainder of your internship. (All). For the three-unit student, a one-page or less report on the review meeting must be turned in at Section IV meeting.</td>
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<tr>
<td>Week of March 2</td>
<td>Section IV: WYWTBWyGU 2.0: Job search strategies for the college grad</td>
<td>Finding your dream job requires knowing exactly what a recruiter is searching for in applicants. Do you speak their language? Assignments due: 1/3/5 portfolio critiques (All), review report (3U).</td>
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<tr>
<td>Week of March 9</td>
<td>Section V: You, on paper: Résumé writing workshop (All)</td>
<td>Your resume is the first impression a potential employer has of you as an applicant. Is yours ready for prime time? <strong>Bring a copy of your resume with your current internship included. Assignment due: DJ/DC worksheet.</strong></td>
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<tr>
<td>Week of March 16</td>
<td>Cover Letters 101 (3 only) Section OFF</td>
<td>Writing a cover letter isn't easy. 3U students must complete independent reading. Assignment due: Cover letter draft due on Monday, March 16 at noon by email (3U). MU students must report on hours by noon.</td>
</tr>
<tr>
<td>Week of March 23</td>
<td>Section VI: Covering the bills, making ends meet</td>
<td>What's your cost of living? Learn what you need to know to evaluate and negotiate salary and compensation. Assignment due: Edited resume (hard copy and posted on portfolio site; About page is also due today).</td>
</tr>
<tr>
<td>Week of March 30</td>
<td>SPRING BREAK (OFF)</td>
<td>Don't assume you have this week off. Communication is key!</td>
</tr>
<tr>
<td>Week of April 6</td>
<td>Section VII: Job interview practice; senior presentation preview</td>
<td>Making the right first impression comes with practice. Assignment due: Cost of living worksheet. MU students must report on hours by noon.</td>
</tr>
<tr>
<td>Week of April 13</td>
<td>Section VII: WordPress Workshop</td>
<td>It's time to round out the content on your portfolio site with work samples. Assignment due: Interview script (All); Big Interview (3U).</td>
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<tr>
<td>Week of April 20</td>
<td>Section IX: Network, network, network</td>
<td>How to establish and expand your network online and off to find hidden leads and maximize your application's potential. Assignment due: Work sample posted/printed (1 min.).</td>
</tr>
<tr>
<td>Week of April 27</td>
<td>OFF: Senior portfolio work week</td>
<td>Extra office hours available in advance of senior presentations on Saturday, May 2. MU students must report on hours by noon.</td>
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<tr>
<td>Week of May 4</td>
<td>Section X: Senior portfolio recap</td>
<td>Results of senior presentations reviewed. Friday students join other section of choice. Assignment due: Pitch assignment.</td>
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<tr>
<td>Wednesday, May 7</td>
<td>Final day of spring internship; Final portfolio; activity log, evaluation due by NOON!</td>
<td>A copy of the student’s signed activity log and a completed online evaluation by the student is due by noon.</td>
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