

Department of Integrated Media

Internship Guidelines

(Revised Fall 2018)

I. Philosophy

Internship programs in the Department of Integrated Media are designed to enhance skills and attitudes to accompany the theoretical, cognitive, and performance courses offered by the department. Internships are learning experiences, not jobs.

The internship program provides an intensive working component to students' academic careers. The relationship between interns and work site supervisors must be symbiotic, that is, in return for effort and contribution to supervising agencies, students must be provided guidance and opportunity for professional growth. Student interns are expected to contribute as much as possible to their organizations' operations.

II. Qualifications/Eligibility

- A. Internships in the Department of Integrated Media are opportunities for juniors and seniors to gain experience in one of the department's mass communication or marketing communication major. Internships are required for graduation.
- B. To be eligible for an internship, mass communication and marketing communication majors must have an overall GPA of 2.0, and a 2.5 GPA in their major. GPAs must be validated by the Records Office. Students with a 2.5 GPA in their major classes may be considered on an individual basis by the Integrated Media faculty at a department meeting.
- C. Students can earn one credit for each 40 hours worked, to a maximum of 3 credits for mass communication majors and marketing communication majors.
- D. Internship credits will not substitute for academic course credits.
- E. Internships will be processed as arranged courses.
- F. The faculty reserve the right to refuse approval of any internship.

III. Procedures/Approval

- A. Students are responsible for investigating internship possibilities and securing their internships. Department faculty may give advice and suggestions, but students should not expect faculty to solicit internships

for them.

- B. A student seeking an internship must get the approval of the faculty internship supervisor within the department. This is generally the department chair.
- C. The faculty internship supervisor signs an agreement with the student that stipulates the duties and grading procedure for the internship. Grading is on a Satisfactory/Unsatisfactory basis.

The employer is the third party in this three-way agreement, and signs an agreement describing the student intern's duties, pay provisions, and other aspects of the position.

This three-way agreement is not a legal document, but is a means of identifying the parties involved and spelling out the nature of the work in which the intern will be involved, the time schedule, and other related details.

- D. The student must demonstrate proof of adequate preparation for the internship, and must get the approval of the department chair to support his/her internship. For example, if a student wants an internship in public relations, he/she will provide evidence that he/she has successfully completed mass communication and public relations courses and has evidence of adequate writing abilities. If requesting an internship at a television station, a student must show that he/she has taken the necessary television classes and have samples of work. Students must show some expertise in the area of the internship they are requesting. Students must also have a resume that is professional in its presentation.
- E. The deadline for paperwork, approvals, and registration is two weeks before the end of the term preceding the internship. If an internship agency makes its decision after set deadlines, the student is to do all the necessary paperwork, with the exception of the three-way contract and the intern duties contract.
- F. The department chair and the appropriate person at the interning agency must also approve each internship.

IV. Conditions/Calendar

- A. Most internships are 12-15 weeks long, usually beginning with the start of an academic term of the university calendar. Supervision is primarily by the on-site employer/supervisor, who assigns the tasks and routinely critiques the student's performance. The student's faculty internship supervisor consults with the employer/supervisor at least once during the internship period.

- B. The student's work is assessed by a final written evaluation from his/her employer/supervisor, a journal the student maintains throughout the internship, three written assignments during the internship period, and an exit interview. In addition, the student confers with his/her faculty internship advisor in person or by telephone.

The employer/supervisor reviews the final written evaluations with the student before submitting them to the faculty internship supervisor.

- C. If the student cannot meet all the requirements and feels there are extenuating circumstances, he/she may appeal to the department chairperson.

IV. Special Considerations for International Internships

- A. Students are encouraged to consider an international internship opportunity. Students should contact the department chair one academic year in advance of an international internship opportunity. For example, if a student wishes to do a marketing communication internship at Weifang University in Wiefang City, Shandong Province, China, the department chair should be notified in the Fall of the preceding year. If notification is shorter, the student assumes all responsibility for meeting all deadlines for internship acceptance and travel requirements.
- B. The university and department chair shall establish a direct relationship with a representative of the host institution who will welcome and direct the student during their internship.
- C. Students will be individually considered and interviewed by both the department chair and the supporting institution prior to acceptance.
- D. Students will seek the help of the international studies program in obtaining a travel visa. The director of the international studies program will also advise the student regarding travel arrangements and communicate directly with the department chair throughout this process.