# College of Humanities and Fine Arts Department of Communication, Media, and Culture

**COMM 695 Graduate Internship**

**Course Syllabus**

**DATE Classroom: N/A**

## POC :

## Office:

## Phone:

## [Email:](mailto:jranta@coastal.edu)

### Course Description

(3 credits) (Prereq: Permission of program coordinator or instructor) A credit-based internship providing an integrative learning experience relevant to students’ scholarly interests and in preparation of the graduate thesis. F, S, Su

*Instructional Objectives*

The primary objectives of this course are for the individual student to:

1. Analyze and apply communication theory and research practices in a professional setting to benefit the hosting institution and provide an integrative learning experience for the student.
2. Review hosting institution’s existing communications programs and execute, as directed, tasks and applications requested of the student by the host institution within the scope of legal and ethical best communications practices.
3. Identify, plan and execute meaningful participation in the host institutions day-to-day operations.
4. Suggest, when appropriate, strategies and tactics to aid in solving communications issues as they may be encountered in the course of the internship.

*Learning Objectives*

Upon completion of this course, student should be able to:

1. Produce a record of participation that justifies the award of three credit hours for the course.
2. Accumulate materials and work suitable for including in any portfolio of experience.
3. Comply with all reporting procedures as outlined in Appendix A of this syllabus.

### Readings

*Suggested:* American Psychological Association. (2009). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association. (ISBN-10: 1433805618; ISBN-13: 978-143380561

Seitel, F. P. (2017). *The Practice of Public Relations, 13th Ed.* Boston, Pearson ISBN 9780134170114

### Additional Materials

Additional journal articles, DVDs, websites, or other resources may be required throughout the semester. Most course content will be delivered on Moodle (**https//moodle.coastal.edu**). In addition to high-speed Internet access, you will need to be capable of opening .docx, .pptx, .pdf, .mp3, and other common file types, as well as viewing video files (such as on YouTube.com).

### Grading Procedures

Your final average will be determined from conforming with all reporting requirements.

|  |  |  |  |
| --- | --- | --- | --- |
| A = 89.5-100% | B+ = 86.5-89.4% | B = 79.5-86.4% | C+ = 76.5-79.4% |
| C = 69.5-76.4% | D+ = 66.5-69.4% | D = 59.5-66.4% | F = < 59.4% |

An internship carries the highest expectations for meeting the minimum requirements for spelling, grammar, style, and citations. There will not be leeway for meeting basic writing aptitude. The Writing Center on campus can be an important asset for honing writing skills.

*Internship Activity Reporting* (800 total points, 80% of final average)

As this is a 3-hour course, please be sure to produce quality, professional documents that address the following items:  
  
Overview of the host institution

* 1. Student evaluation of the internship experience
  2. Host institution/entity evaluation of the students’ time/performance at the internship
  3. A reflection paper, 4 to 5 pages in length, written to summarize their internship experience.

Once a week status reports(200 total points, 20% of final average) Every week student will provide:

1. A weekly performance report addressing your progress during the internship
2. A weekly log of hours worked during their internship

### Attendance and Tardiness Policy

As this is an internship, attendance will be represented by successfully completing a weekly status report and a weekly hourly log. It is your responsibility to inform me of potential absences (missed report dates) *before* the report deadline is missed.

### Assignment Guidelines

Grades on assignments will be lowered by 5% off the total points possible each day (including weekends) they are late. If you predict not having Internet access around the times that assignments are due, you must turn them in early to receive full credit.

You are expected to use correct grammar, spelling, syntax, and style in all written and oral work. All written assignments, even those submitted to Moodle, must also feature college-quality writing and contain no contractions (e.g., it’s, don’t, can’t, I’m, etc.).

All formal paper assignments must be in a Microsoft Word-based file format (.*doc* or .*docx*; NOT

.odt, .pages, .rtf., .wps, etc.) and must be submitted to Moodle by 11:59 PM on the date the assignment is due. All papers must be written in 12-point Times New Roman, have double- spacing, have 1-inch margins on all sides, and ½-inch indentions at the beginning of paragraphs.

Cite all external sources appropriately in 6th edition APA style (*within* your paper/presentation and in a *References* section at the end). It is okay to paraphrase or use other people’s words to help clarify *your own* points, but you should avoid using a large number of direct quotations. If you have any question about whether to cite a source or not, the answer is almost always that you *should* cite it and give credit where it is due.

### Academic Integrity

You will be held fully responsible if found guilty of any Academic Dishonesty violations at CCU. You must be aware of and avoid the dangers of plagiarism, cheating on exams, fabricating data for a project, submitting the same paper for more than one course without permission, or submitting work authored by anyone but you. Do not plagiarize when writing assignments or allow others to plagiarize your work, and do not cheat or share answers while taking tests.

Severe cases of cheating can and do lead to expulsion from the university or even criminal prosecution.

### Contact

According to the CCU Course Catalog, you are responsible for all information sent to you by email or available to you on the Moodle site. In other words, you should check your email and Moodle regularly to make sure you fulfill all class requirements. I am always available through email, text and/or during my office hours.

### Statement about Title IX

If at any point during your time at Coastal Carolina University you feel discriminated against based on your “age, color, disability, gender, national origin, race, religion, sex or veteran's status in regard to the administration of all campus programs, services, and activities”, I highly recommend that you let university officials know. Depending on the severity of the incident, you should also contact either Public Safety or local law enforcement.

Federal law requires that any employee of the university that you let know about an incident (sexual acts without consent, sexual content without consent, sexual exhibition, sexual exploitation, or sexual harassment committed by fellow students, faculty, or employees of the university) must report the incident to the university’s Title IX Coordinator (843-333-6229, [http://www.coastal.edu/titleix/,](http://www.coastal.edu/titleix/) Kearns 104B).

The person you contact and the Title IX coordinator will ask you basic information about the incident (What happened? When did it happen? Who else may have witnessed this?) and will try to keep your information as private as possible. The university will not force or hinder you from reporting the incident to law enforcement; the university employee reports to the university only that an incident occurred, so that others can be protected. The Title IX coordinator will then help you proceed with whatever course of action you prefer.

These policies apply to incidents that occur either on- or off-campus and there is not “statute of limitations” on how long you can wait to file a complaint. You can report any safety incident at [http://www.coastal.edu/safety/witness/.](http://www.coastal.edu/safety/witness/)

### Statement on Disability

If you have a documented disability or special need, please inform me of this before the end of the second week of classes so that I may accommodate your needs for the rest of the semester. For the sake of privacy, you may have the Office of Accessibility and Disability Services (843- 349-6561, [http://www.coastal.edu/disabilityservices,](http://www.coastal.edu/disabilityservices) Indigo House/Kearns 106) contact me instead. Although it is my responsibility to meet the needs of all of my students, it is your responsibility to make your needs known. I also recommend that you remind me of your needs as needed, such as in the week before an exam

### Student Resources

*Department of Public Safety*: 843-349-2911, 843-349-TIPS, coastal.edu/safety/witness/

*Dean of Students Office*: coastal.edu/students/deanofstudents/, Kearns 105

*Campus Life & Student Engagement*: coastal.edu/students/

*Student Health Services*: 843-349-6543, coastal.edu/students/health/, 204 University Blvd.

*Counseling Services*: 843-349-2305, coastal.edu/counseling, 204 University Blvd.

*Title IX Coordinator*: 843-333-6229, [titleix@coastal.edu,](mailto:titleix@coastal.edu) coastal.edu/titleix/, Kearns 104B

*Women’s Resource Center*: 843-349-2218, coastal.edu/students/wrc/, Wall 313

*Library Services*: coastal.edu/library

*Learning Assistance Centers*: 843-349-6536, coastal.edu/lac, Kearns 205 *Writing Center*: 843-349-2937, coastal.edu/writingcenter/, Kearns 203 *Mathematics Resource Center*: coastal.edu/mathcenter/, Kearns 203

*Student Computing Services*: 843-349-2908, 843-349-2220, coastal.edu/scs, Kearns 113

*Moodle Support*: coastal.edu/moodle, [moodle@coastal.edu](mailto:moodle@coastal.edu)

*CCU Course Catalog*: coastal.edu/academics/catalog/

### Appendix A—Internship Reporting Requirements

Internship Documents—Please use the hyperlinks to download these documents and complete them. Send them to me via e-mail at [\_\_\_\_\_\_\_\_\_\_\_](mailto:jranta@coastal.edu) I am available to help you complete these documents. It is also strongly encouraged that you meet with me at least once prior to starting your internship. This can be accomplished face to face, via a video chat like Zoom, MS Teams etc. or via e-mail.

Master page: This hyperlink is where you will find all of the following documents plus some information on Coastal Carolina’s internship resources and availability.

https://[www.coastal.edu/internships/academicrequirements/](http://www.coastal.edu/internships/academicrequirements/)

Internship contract/affiliation agreement: This is a contract between the “employer” and you detailing your responsibilities as part of an internship. This form must be approved by the internship coordinator. This form must be completed prior to you starting your internship.  
<https://www.coastal.edu/media/internships/forms/Internship%20Learning%20Contract.pdf>

Memorandum of Understanding: This is a memorandum of understanding between the employer and CCU. This must be completed prior to you starting your internship. <https://www.coastal.edu/media/2015ccuwebsite/contentassets/documents/internships/Memoandum%20of%20Understanding%20Internships-1.pdf>  
  
Code of Conduct: This document delineates CCU’s expectations for your behavior at the internship. This must be completed prior to you starting your internship. <https://www.coastal.edu/media/2015ccuwebsite/contentassets/documents/internships/Intern%20Code%20of%20Conduct.pdf>  
  
Employer Internship Evaluation: This document must be completed by your employer prior to completion of your internship. It must be signed by the employer and sent to me prior to completion of the internship. <https://www.coastal.edu/media/2015ccuwebsite/contentassets/documents/internships/Employer_Internship_Evaluation.pdf>

Student Evaluation of Internship: This document is your opportunity to formally evaluate your internship. It must be completed and signed by you and provided to me prior to your completion of the internship.

<https://www.coastal.edu/media/2015ccuwebsite/contentassets/documents/internships/Student%20Evaluation%20of%20Internship.pdf>

Internship Work Hours Log: This is a document you will fill out weekly and submit at the end of the internship. Be diligent in preparing this document. This form is an important element and serves as a basis for awarding you academic credit for the internship. <https://www.coastal.edu/media/2015ccuwebsite/contentassets/documents/internships/Internship%20Work%20Hours%20Log.pdf>

In addition to the documents above, please review these assignments below and complete as well.

Internship Weekly Performance Log: This document should be completed weekly and provided to me. It is also advisable to keep copies of all of these entries to help you complete your semester-end paper.

Your name

Your internship organization

Time frame (dd/mm/ - dd/mm/yyyy)

1. Name three things you learned THIS WEEK as a result of your internship.
2. Name three questions that came to your mind THIS WEEK as a result of your internship
3. Name one goal that you set for yourself THIS WEEK as a result of your internship.
4. Name one skill you want to learn/work on THIS WEEK as a result of your internship.
5. Name one area of improvement to work on THIS WEEK as a result of your internship.

End of Internship Reflection Paper: This paper should be completed as part of the conclusion of your internship and should be submitted in lieu of a final exam.

Instructions: Now that you are in the final stages of completing your internship, please take some time to write a 4-5-page paper that describes the experience. Use quotes when appropriate. Use good grammar and spelling. You may use quotes if you find them appropriate.

Please use the following thought starters and organization structure to complete your paper. Please address as many of these points that are relevant to your experience. Papers are due the last day of your internship.

1. Describe the organization where you interned
   1. What is its name?
   2. Where is it located?
   3. How many people work there?
   4. Is it part of a larger organization or is it a stand-alone?
   5. What is its mission?
   6. Who are its competitors?
   7. What are its core competencies?
   8. What does it do well?
   9. What does it need help in?
2. Describe your role in supporting the organization
   1. Describe what you did for the organization
   2. Describe your biggest challenges
   3. Describe your biggest victories
   4. Describe your best day
   5. Describe your worst day
3. Reflect on what you learned about yourself in this internship
   1. What did you like about the experience?
   2. What did you dislike about the experience?
   3. What are three things you learned about yourself during this experience?
   4. What are some things you will celebrate as a result of this experience?
   5. What are things you might change about you as a result of this experience?
4. What would you tell others about this experience?
   1. Was it worthwhile?
5. Reporting of total time, divided by week, addressing time spent on projects
   1. What did you learn?
   2. What knowledge did you apply from the classroom to do your internship job?
   3. What understanding/knowledge did you gain to help you in the classroom?
   4. What understanding/knowledge did you gain to help in your future career?
6. What else would you like to say about the experience?