

Course: MCM 498 Professional Internship  
Class times: Arranged  
Coordinator: \_\_\_\_\_  
Office: Dan Rather Communications Building, Room 123  
Office Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

Note on Nomenclature:

**Internship Coordinator** refers to the faculty advisor for internships as appointed by the Department of Mass Communication.

**Internship Sponsor** refers to the organization and its appointed representative providing the internship.

### **CATALOGUE DESCRIPTION**

An on-the-job application of skills and theories learned in the classroom for students who have completed their sophomore year. Internships are with newspaper, public relations, media organizations and advertising agencies, and also with businesses, non-profit groups and government agencies.

### **Values of Internships**

Internships provide an essential link between the classroom and workplace. A strong internship program is vital to the SHSU Mass Communication program and is equally valuable to students and employers.

From SHSU's viewpoint, an active internship program is a good source of professional input and a way to keep a healthy mix of academe and hands-on experience in the Mass Communication program.

From the student's point of view, internships are essential to finding good jobs after graduation. Every step of the process offers valuable experience toward the goal of becoming a professional communicator.

From the employer's viewpoint, participation in an internship program helps discover and recruit the best new talent. Internships bring fresh, innovative people into businesses and help ensure the continuation of the profession.

### **PURPOSE**

The objective of MCM 498 is to provide a variety of opportunities for hands-on experiences in the area of career interest. You are expected to apply your classroom training to practical situations. This internship experience also provides opportunities to build a portfolio and to add work experience to your resume. There is no text.

Internships during long semesters are arranged around other class commitments. Just as in the workplace, you may be asked to work longer or different hours to meet a deadline. Summer internships may be full or part-time, paid or non-paid.

### **REQUIREMENTS & PROCEDURES**

To begin work on an internship, each student must meet the following requirements:

- Be a MCM (RTV/JRN) major
- Supervised by a professional in the field
- Meet the minimum requirements set forth by The College of Humanities and Social Sciences (see attached)
- Meet the minimum requirements set forth by the Department of Mass Communication
- Complete the Department of Mass Communication application material provided by the Internship Coordinator (attached)
- If you feel that you are turned down for an appropriate internship, please see the chair of the Department of Mass Communication or refer to the internship oversight committee

For academic credit:

- The student must assure that the Internship Coordinator receives written feedback from the internship sponsor over the internship
- The student in accordance with the policies of The College of Humanities and Social Sciences must provide a written summary of the internship experience. Including:
  - A written summary of their activities on the internship
  - An evaluation of the internship program provided by the Internship Sponsor
- The student will receive credit, as posted by the Internship Coordinator, when the Internship Coordinator believes that all parts of the internship process are completed
- If you feel that you are being unduly being denied credit please see the chair of the Department of Mass Communication or refer to the internship oversight committee

### **SUPERVISION, EVALUATION & GRADING**

You will be directly supervised at the host organization by a designated supervisor provided by the internship sponsor.

#### **Evaluation**

After the internship is approved and during the course of the internship semester, the student:

- Keeps an informal journal to record experiences, reactions and ideas
- Logs the number of hours spent in the internship using the **Department of Mass Communication Internship Weekly Evaluation Form**
- Keeps samples and clips of work for a portfolio
- Submits to the SHSU Internship Coordinator a typed report every two weeks
- Submits a self-evaluation to the Internship Coordinator at the mid-point of the internship

- Sets up an end-of-semester meeting with Coordinator, at which the intern submits his or her professionally presented portfolio, and other material listed in the academic credit section of this syllabus

At the conclusion of the internship, the host supervisor will submit a written evaluation of the student's work to the faculty internship coordinator. This evaluation will contain ratings on the following areas: knowledge of job, initiative, judgment, attitude, quality of work and quantity of work. The students will submit a summary report of his or her internship highlighting the student's experiences. The final grade will be based on the host's evaluation and your summary report.

This is a three-hour credit course and students receive either a CR (credit) or a NC (no credit). There is no letter grade.

### **ATTENDANCE**

You should regard your internship just as you would a professional job. Excessive lateness or absences are not tolerated in the workplace and are not acceptable in an internship.

### **TIME REQUIREMENTS**

Those accepting an internship will be expected to fulfill the number of hours required by the Internship Coordinator. The number of hours may vary from internship to internship.

(For applications and a complete internship packet, see the Internship Coordinator.)

### **AMERICANS WITH DISABILITY ACT**

Students with disabilities covered by the Americans with disability Act should go to the Counseling Center and Service for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

## SHSU Mass Communication Internship Application

### Section I

In order to be eligible for an internship in the Department of Mass Communication, the College of Humanities and Social Sciences requires that you meet the following requirements.

Place a check next to qualified item.

- \_\_\_\_\_ Completed 72 hours of coursework.
- \_\_\_\_\_ Completed a minimum of 18 hours in MCM.
- \_\_\_\_\_ Declared MCM as your academic major.
- \_\_\_\_\_ Have an overall GPA meeting or exceeding 2.5.
- \_\_\_\_\_ Have a GPA that meets or exceeds 2.75 in your major and minor.
- \_\_\_\_\_ Have a grade of 'B' or better in ENG 164, 165 and any technical writing courses.

If you do not meet these **minimum requirements**, you are not eligible for an internship. If you do meet these requirements, complete the following sections.

### Section II

#### PERSONAL DATA

Planned dates of the internship: \_\_\_\_\_ to \_\_\_\_\_

Name: \_\_\_\_\_ Social Security No. \_\_\_\_\_

Major: \_\_\_\_\_ Minor: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone: \_\_\_\_\_ email \_\_\_\_\_

#### INTERNSHIP SEMESTER AND YEAR REQUESTED

Spring \_\_\_\_\_ Summer \_\_\_\_\_ Fall \_\_\_\_\_

#### CLASS STANDING AND GRADUATION DATE

Class Standing: \_\_\_\_\_ Date of Graduation: \_\_\_\_\_

#### CREDIT HOURS AND GRADE POINT AVERAGE

Overall GPA (SHSU only): \_\_\_\_\_

GPA in major (SHSU only): \_\_\_\_\_

Credit hours completed at SHSU: \_\_\_\_\_

Credit hours in progress: \_\_\_\_\_

Credit hours transferred: \_\_\_\_\_

TOTAL CREDIT HOURS: \_\_\_\_\_

COMMUNICATION COURSE COMPLETION

A. List Mass Communication courses completed prior to the current semester.  
(Attach extra sheet if needed)

Course #	Instructor	Grade Received	University/College

B. List all Mass Communication courses in which you are currently enrolled.

Course #	Instructor

PREVIOUS WORK EXPERIENCE (summarize dates, employer, position)

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DEPARTMENTAL INVOLVEMENT (Houstonian, Ad Sales, PR Practicum, TABS, NBS, 3MG, Newscast, Radio Station, etc.)

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CAMPUS ACTIVITIES

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INTERNSHIP PREFERENCE

- \_\_\_\_\_ Advertising
- \_\_\_\_\_ Photojournalism
- \_\_\_\_\_ Media Management
- \_\_\_\_\_ Broadcast
- \_\_\_\_\_ News
- \_\_\_\_\_ Media Sales
- \_\_\_\_\_ Print Media, Magazine
- \_\_\_\_\_ Print Media, Newspaper
- \_\_\_\_\_ Public Relations
- \_\_\_\_\_ Other \_\_\_\_\_

REFERENCES

List two members of the faculty of the department of Mass Communication who are familiar with your class work.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

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Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Section IV

Attach to this application:

(Check off as attached; some material may have to be requested from the prospective internship sponsor/provider).

\_\_\_\_\_ Copy of your Transcript

\_\_\_\_\_ Copy of your Resume

\_\_\_\_\_ Internship job description outlining the duties and responsibilities of the intern in detail that allows the Internship Coordinator to evaluate the appropriateness of the internship. (See Internship Employer for details)

\_\_\_\_\_ A description of the professional job experience you hope to gain through this internship.

\_\_\_\_\_ All contact information needed to reach the business including the sponsor of the internship program including the **MCM Internship Employer Form**.

\_\_\_\_\_ Minimum GPA required by the internship provider.

\_\_\_\_\_ List of specific skills required for the internship including relevant coursework.

\_\_\_\_\_ Other qualifications such as physical requirements.

All information contained in this application is true and accurate to the best of my knowledge.

Applicant signature \_\_\_\_\_ Date \_\_\_\_\_

**Please return to: Internship Coordinator • SHSU Mass Communication  
Box 2207, Huntsville, TX 77341 • (936) 294-1335  
FAX: (936) 294-1888**

## Mass Communication Internship Employer Form

This form should be completed by the student seeking an internship, signed by the internship provider and returned with the internship packet to the Internship Coordinator.

Date \_\_\_\_\_

- Intern's Name \_\_\_\_\_

### SPONSORING EMPLOYER

- Name of employer supervisor

Title \_\_\_\_\_ Phone \_\_\_\_\_ email \_\_\_\_\_

- Firm Name \_\_\_\_\_

Address (Placement Location) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

### JOB DESCRIPTION

- Start Date \_\_\_/\_\_\_/\_\_\_ End Date \_\_\_/\_\_\_/\_\_\_
- How many hours per week will the student intern/ work on average? \_\_\_\_\_
- Is the position paid? NO \_\_\_\_\_ YES \_\_\_\_\_ TERMS? \_\_\_\_\_
- Will the student be covered by insurance? \_\_\_\_\_ YES \_\_\_\_\_ NO
- **Please provide a job description for this internship, typed on the company letterhead and signed by the internship supervisor.**

### EVALUATION

As an Internship supervisor, I agree to provide a written or verbal evaluation as required by the faculty coordinator.

\_\_\_\_\_ Date \_\_\_\_\_  
Supervisor

**Please return to: Internship Coordinator \* SHSU Mass Communication  
Box 2207, Huntsville, TX 77341 \* (936) 294-1335**

**SHSU Department of Mass Communication**

This form is to rate and evaluate the contribution and progress of the student intern at your facility.

Name of Intern \_\_\_\_\_

Semester/year \_\_\_\_\_

Organization where internship was completed: \_\_\_\_\_

Department \_\_\_\_\_ Dept. Head \_\_\_\_\_

Intern Supervisor \_\_\_\_\_ Phone \_\_\_\_\_

Approx. number of hours attended \_\_\_\_\_ Dates Attended \_\_\_\_\_

Please rate following areas using this code:

1= Outstanding

2= Satisfactory

3= Unsatisfactory

### **KNOWLEDGE OF JOB**

\_\_\_\_\_ Clear understanding of job responsibilities

\_\_\_\_\_ Follows instructions

### **INITIATIVE**

\_\_\_\_\_ Seeks increased responsibilities and/or knowledge

\_\_\_\_\_ Self-starter

### **JUDGEMENT**

\_\_\_\_\_ Able to Garner facts and arrive at sound conclusions

\_\_\_\_\_ Able to make decisions

### **ATTITUDE**

\_\_\_\_\_ Accepts directions from supervisors

\_\_\_\_\_ Works with co-workers

\_\_\_\_\_ Accepts work tasks as assigned

-more-

### **QUALITY OF WORK**

\_\_\_\_\_ Accurate

\_\_\_\_\_ Neat

\_\_\_\_\_ Prompt

### **QUANTITY OF WORK**

\_\_\_\_\_ Under pressure

\_\_\_\_\_ Normal

Comments

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Would you be interested in interviewing candidates from SHSU for future positions?

\_\_\_\_\_ yes \_\_\_\_\_no \_\_\_\_\_ Not sure, contact me again on \_\_\_\_\_

If yes, when should candidates contact you?

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Signed \_\_\_\_\_ Date \_\_\_\_\_

**Please return to: Internship Coordinator\* Department of Mass Communication**  
**\*Sam Houston State University**  
**\*Box 2207, Huntsville, TX 77341 \* (936) 294-1341\***  
**FAX: 936-294-1888**