



FMU

Student Internship Program

Mass Communication 498

Mass Communication Program

Francis Marion University *A Growing South Carolina Tradition*

FRANCIS MARION UNIVERSITY
COMMUNICATION INTERNSHIP
Mass Communication 498

Mass Communication 498, *Communication Internship*, provides the opportunity for advanced students to acquire practical work experience in the field for which they are preparing. The work place experiences offered to participants in the course have been varied and extensive and, in many cases, have led directly to employment.

Internships through this course are awarded according to merit and availability that is determined by the department faculty after a student meets all the prerequisites. Any student who fails to meet the stipulated requirements for acceptance may submit an appeal by writing a letter to the faculty of the department. That letter must present clear and convincing evidence of extraordinary circumstances which would justify an exception. All exceptions to the prerequisites must be approved by vote of the Mass Communication faculty.

The internship is an academic course that, upon successful completion, results in three hours of university credit applied toward the major. The academic work is graded by the supervising professor who will assess work products, make observations and consider both written and oral evaluations provided by the students and work supervisor. The student is expected to spend a minimum of 135 hours and normally no more than 225 hours during the semester under the direct supervision of the participating agency.

Some agencies, companies or organizations have provided students with a sampling of all facets of their program by placing them in a number of different work environments for specific periods of time. Others have preferred to assign students to a single department or activity for the duration of the internship. Whichever, the internship activities should benefit to both the intern and the company. To that end, the Department requests that the student be placed in a learning situation, that he/she receives quality supervision and evaluation, and that the student be able to produce a tangible "product" that represents the work completed during the internship. Examples of the latter might be a video tape of stories/programs written, produced, photographed or researched at a TV station, a portfolio of photographs or stories completed at a newspaper/magazine, or a selection of publications or other materials created during a public relations internship.

Some students are paid for their internships. But we also understand that some companies have policies which prohibit such payments and others simply have no budgets for this expense.

The student, after consulting with his/her faculty adviser, is responsible for finding an internship and for preparing a description of the job to which he/she will be assigned. The description should be prepared with the help of his/her on-site supervisor.

The internship proposal will be reviewed by the Mass Com faculty and approved, amended, or disapproved.

When a student is accepted into Mass Communication 498, the Mass Com faculty requests that the host agency, business or organization complete two written evaluations of the student's progress and that the on-site supervisor discuss these evaluations with the intern.

The Communication Internship history has been judged mutually successful over the years and we hope that you will choose to participate in this extremely beneficial activity. If you have any questions about the course and program or would like to make some suggestions for its improvement, please contact Don Stewart, chair, Department of Mass Communication, (843) 661-1510.

Prerequisites for
Communication Internship
Mass Communication 498

The Mass Communication internship program through course MC 498 provides an opportunity for supervised learning in a professional setting. To qualify for an internship a student must:

1. Have reached senior status.
2. Have successfully completed 24 semester hours of on-campus Mass Communication courses.
3. Have a minimum grade point average of 3.0 in Mass Communication courses; a minimum of 2.5 cumulative G.P.A. in all courses taken at Francis Marion.
4. Receive approval of both the Mass Communication faculty and internship agency.
5. Submit a completed internship application to the chairperson of the Department of Mass Communication no later than midterm of the semester preceding the start of the internship.
6. Provide certification from the provider that the internship application was approved before registering for MC 498.

INTERNSHIP APPLICATION PROCEDURE

To enroll in Mass Communication 498, *Communication Internship*, first obtain a Student Internship packet in Room 112 CEMC. You must then complete *each of the following steps in the order listed*:

1. You must read the Internship Qualification Requirements before applying to determine your eligibility.
2. You must discuss your proposed internship with your faculty adviser. Review the options for identifying a participating agency, company/organization and the semester during which the internship will be taken.
3. You must contact the internship coordinator at the agency, company or organization with which the internship will be requested and discuss its application procedures and the department requirements for internships.
4. You must apply for the internship there and meet that agency, company or organization's requirements.
5. You may, if you fail to fully qualify, write and submit a letter requesting a waiver in order to be admitted to MC 498. This letter must be submitted prior to advising and registration period of the semester immediately before the one in which you are to take the course.
6. After being accepted for the internship by the agency, company or organization, you must meet with your work site supervisor to review the Francis Marion University Mass Communication Student Internship Program guidelines. Then complete the Application for Internship.
7. Return the completed application to your faculty adviser no later than the beginning of the advising period during the semester prior to the semester in which you will take the internship. Your application must be submitted for consideration and must be approved by the entire mass communication faculty.

GUIDELINES FOR INTERNSHIP REPORTS

Mass Communication 498

Our work site supervisor is asked to complete at least two Student Intern Evaluations and return them to the student's faculty adviser in a timely manner. One should be returned before the semester midterm and the other at the completion of the course. More frequent written evaluations are welcome. The enclosed forms are to be given to the work site supervisor by the student when the internship begins. It is the student's responsibility to remind the work site supervisor to submit the evaluation near the due date.

The written evaluation of the work site supervisor consists of a check-off to assess 10 categories of intern performance and a short narrative to summarize the intern's exhibited strengths and weaknesses. This form should be shared with the intern. These evaluations will be given significant weight in the final determination of a grade for the course that will be assigned by the supervising professor.

Each Mass Communication 498 *Communication Internship* student is required to turn in two written reports concerning the internship experience to his/her faculty adviser in accordance with the following guidelines:

FIRST STUDENT REPORT - Due at least one **week before midterm**. The report should be 3-4 pages of double-spaced, typed copy which contains:

1. A log of hours worked, signed by on-site supervisor.
2. A list and explanation of all duties assigned by the host.
3. A detailed explanation of the work completed.
4. A review/explanation of the challenges faced.
5. A discussion of the difficulties or problems faced and how they have been coped with.
6. Expectations for the remainder of the internship.

Report Deadline is _____

FINAL STUDENT REPORT – Due at least **one week before the end of the internship**. The report is to be 5-7 pages of typed, double spaced, copy which contains:

1. A log of hours worked, signed by on-site supervisor.
2. A summary of what you did during the internship.
3. An explanation of your professional advancements and accomplishments.
4. An analysis of differences between the internship and classroom experiences.
5. Your feelings about the value of the internship program and your experiences as part of it in relation to your career goals.
6. Several samples of your work during the internship should be submitted with the report.

Report Deadline is _____

STUDENT INTERN EVALUATION

(To be filled out by Student's Supervisor)

STUDENT NAME _____ STUDENT ID NUMBER _____

EVALUATION PERIOD: FROM _____ To _____

Instructions: Place an "x" in one square for each category below the phrase which most nearly describes the person being rated. Carefully evaluate each of the qualities separately. In making choices compare the intern with other interns or those with comparable knowledge.

1. Quality of work:

Work is
unsatisfactory

Work is often
below average.

Work is above
average

Work superior to
that of others.

Work is of
exceptional quality

2. Quantity of work:

Production is
unsatisfactory

Production is
very low.

Production is
average.

Production is
high.

Production is
exceptional.

3. Attitude toward
criticism:

Negative reaction
to criticism.

Takes some
exception to
criticism.

Accepts criticism.

Seeks criticism and
instruction

Seeks criticism and
immediately corrects
weaknesses.

4. Cooperation
with others:

Quarrelsome,
surly, uncooper--
ative.

Sometimes difficult
to work with.

Exhibits an
average level of
Cooperation.

Always congenial
and cooperative.
and promote morale.

Works hard to
be cooperative

5. Dependability:

Works half-
heartedly.

Sometimes acts
indifferent to
work.

Steady worker.

Hard worker.

Works exceptionally
hard.

6. Attendance:

Often absent or
late.

Sometime absent
or late.

Usually present
and on time.

Rarely late or
absent.

Never absent or
late without good
reason.

7. Initiative:

Waits to be told what to do.

Often waits unnecessarily for directions.

Works without waiting for directions.

Looks for additional tasks to accomplish.

Highly self-reliant. Finds and completes extra tasks

8. Appearance:

Untidy.. Poor taste in dress.

Somewhat careless about personal appearance.

Satisfactory personal appearance.

Better than average appearance.

Very neat. Excellent taste in dress.

9. Progress made:

Able to do little more at end of this period than at beginning.

Exhibited a minimal gain of knowledge/skill.

Progressed in skill /knowledge at an average rate.

Gained skill/ knowledge at an above average rate.

Showed exceptional progress in skill/ knowledge.

10. Overall assessment:

Unsatisfactory.

Below average.

Average.

Above average.

Exceptional.

Please discuss any other strengths or weaknesses exhibited by the intern below.

Please sign form, discuss results with the intern, and obtain his/her signature.

Supervisor's Signature

Date

Intern's Signature

Date

