

## COM 488 Internship

### Credit Hours: 1-3

In Class Instructional Hours: 1

Labs: 0

Field Work: Minimum 150 hours irrespective of credit hours

### Catalog Description:

Prerequisites: G.P.A. of 2.6 in the major, Upper Division Standing, Instructor Permission.

COM 301 and COM 308 for internships in public relations and advertising.

COM 304 and COM 328 or 329 for internship in broadcasting.

COM 302 and COM 303 or 337 for internship in journalism.

Supervised field experience in a professional setting for students who have completed extensive academic preparation in the discipline. Fifty hours of field work per credit.

### Reasons for Revision:

(Fall 2005) This course was last revised in 2003. This new version mandates prerequisite courses specific to each professional major in the department, and a G.P.A. of 2.6 within the major as a standard of measuring professional preparation for an internship. This revision is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

<b>Student Learning Outcomes:</b> Upon completion of this course, the student will be able to:	<b>Course Content References:</b>	<b>Assessment:</b>
1. Apply academic skills in a supervised on-the-job training environment.	I	1. Weekly reports, supervisor evaluations, final report, portfolio
2. Develop professional skills in a work environment.	I, II	2. Weekly reports, supervisor evaluations, final report, portfolio
4. Demonstrate readiness and skills to search for employment, write resumes and cover letters, and interview for positions.	I, II	3. Weekly reports, supervisor evaluations, final report, portfolio

**Course Content:**

- I. Practical professional experience
  - A. Broadcasting
  - B. Journalism
  - C. Advertising
  - D. Public relations
  - E. Organizational communication
- II. Career awareness
  - A. Resume
  - B. Organizational structure
  - C. Performance and evaluation
  - D. Networking

## **Resources:**

### Classic Scholarship in the Field

Alexander, J.P. (1996). *Internships in communications: A guide for faculty coordinators and instructors*. Ames IA: Iowa State.

### Contemporary Scholarship in the Field

Boylan, J.C., Malley, P.B., Reilly, & E.P. (2001). *Practicum and internship*. New York: Brunner-Routledge.

Donovan, C.P., & Garnett, J. (2001). *Internships for dummies*. New York: Hungry Minds.

Editors of VGM Career Books. (2003) *Resumes for communications careers*. Saddle River NJ: McGraw-Hill.

Floyd, K., & Hammers, M. (2003). *The communication internships. Principles and practices*. Dubuque IA: Kendall/Hunt

Gardner, G. (2002). *Gardner's guide to internships in new media: Computer graphics, animation, multimedia* (2<sup>nd</sup> ed.). Herndon VA: Garth Gardner.

Landes, M. (2002). *The back-door guide to short-term job adventures: Internships, extraordinary experiences, seasonal jobs, volunteering, working abroad*. Berkeley CA: Ten Speed.

Oldman, M., & Hamadeh, S. (2003). *Best 109 Internships*. Princeton NJ: Princeton Review.

Oldman, M., & Hamadeh, S. (2004) *The internship bible*. Princeton NJ: Princeton Review.

Peterson's (2003). *Internships 2004* (25<sup>th</sup> ed.). Princeton NJ: Peterson's.

Rubinstein, E. (2002). *Scoring a great internship*. New York: Natavi

### Periodicals

Broadcasting & Cable

Columbia Journalism Review

Electronic Media

Editor & Publisher

PRSA Strategist

PRSA Tactics

### Electronic and/or Audiovisual Resources

American Federation of TV & Radio Artists ([www.ftra.org](http://www.ftra.org))

American Society of Newspaper Editors ([www.asne.org](http://www.asne.org))

National Association of Broadcasters ([www.nab.org](http://www.nab.org))

NABET (Broadcast Labor Union) ([www.nabetcwa.org](http://www.nabetcwa.org))

Newspaper Guild ([www.newsguild.org](http://www.newsguild.org))

Public Relations Society of America ([www.prsa.org](http://www.prsa.org))

Public Relations Student Society of America ([www.prssa.org](http://www.prssa.org))

Radio-Television News Directors Association ([www.rtnda.org](http://www.rtnda.org))

Society of Professional Journalists ([www.spj.org](http://www.spj.org))

Vernon Stone's Broadcast News Salary Research ([www.missouri.edu/~jourvs](http://www.missouri.edu/~jourvs))

TV Jobs ([www.tvjobs.org](http://www.tvjobs.org))