Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: COMM 493 Internship

Instructor(s) of Record: Dr. Richard Lamberski

Phone: 724-357-3771   **Email:** rjl@iup.edu

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. **How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?**

Dr. Richard Lamberski is a distinguished professor in the Communications Media Department at IUP. Since 1981, he has taught a full range of courses, from introductory freshmen courses to doctoral level courses. A technologist at heart, Dr. Lamberski has served on technology committees within the University and has received innovative grants for technology applications. He became interested in WebCT many years ago and has attended the IDC workshops in Web development. Over the years, Dr. Lamberski has attended the following workshops at IUP in order to prepare him for the production of this online course: Sakai Training/Orientation, Migrating Courses to WebCT, WebCT Workshop, and the Distant Education Workshop.

Additionally, Dr. Lamberski will have the support of the Distance Education Technician assigned to his department to provide support with distance education technologies, to assist him in formatively and summatively evaluating the teaching strategies employed and the course content presented, and to consult on possible technological and methodological alternatives.

2. **How will each objective in the course be met using distance education technologies?**
At the completion of the course, the student will

- *Gain experience in a professional work setting consistent with the student's career goals.*
  Students will be provided with resources and instruction via the IUP learning management system and the course manual. These materials will inform students in the process of obtaining and participating in the internship and will provide a central site for resources, such as forms, templates, and examples, to be used in completing the internship from application to final evaluation. During the internship, the student will perform tasks in a professional work environment, per agreed-upon duties negotiated with the internship site and outlined in the internship proposal.

  The online course resources will also include chat rooms and discussion boards that may be used for interaction as deemed appropriate by the Internship Coordinator, the individual intern Faculty Supervisor and the student. Other technologies that may be used as part of this course include fax, e-mail (iMail), and telephone for the purposes of communicating with individual students and internship sites.

- *Develop an understanding of the work environment and use this understanding to refine career goals.*
  Throughout the internship experience, students will perform duties and tasks as negotiated with the internship site. During the internship, Faculty Supervisors will conduct regular contacts with the student via e-mail, phone, face-to-face, or chat to determine student progress. Following completion of the internship assignment, students will create an internship portfolio that includes a final report and reflection in which students are expected to evaluate their internship experience and career goals. Portfolio files may be completed electronically. The internship binder, because it includes copies of student-produced work that may not be easily duplicated electronically, will be provided to the Internship Supervisor in hard copy via postal mail.

- *Acquire skills, knowledge, and experience in areas specific to the internship setting.*

Throughout the internship experience, students will perform duties and tasks as negotiated with the internship site. During the internship, internship site hosts will complete a mid-term and final internship evaluation of the intern to provide formative and summative feedback; Faculty Supervisors will conduct regular contacts with the student via e-mail, phone, face-to-face, or chat to determine student progress. Following completion of the internship assignment, students will create an internship portfolio that includes a student reflection of the internship experience and the products produced as part of the internship. Portfolio files may be completed electronically. The internship binder, because it includes copies of student-produced work that may not be easily duplicated electronically, will be provided to the Internship Supervisor in hard copy via postal mail.

- *Participate in projects and compile materials suitable for inclusion in a final project and professional portfolio.*
  Throughout the internship experience, students will perform duties and tasks as negotiated with the internship site. During the internship, students will collect samples of project work done during the internship. Following completion of the internship assignment, students will create an internship portfolio that includes samples of the products produced as part of the internship. Portfolio files may be completed electronically. The internship binder, because it includes copies of student-produced work that may not be easily duplicated electronically, will be provided to the Internship Supervisor in hard copy via postal mail. An extensive workbook and online resources and instructional videos highlighting exemplary materials are available online to assist students in preparing this material.

- *Use those newly developed skills to conduct a job search of this or a related field.*
  Throughout the internship experience, students will maintain an internship journal (log) in which he or she documents the tasks performed during the internship. This information will be used to update personal marketing resources (e.g., resume, cover letter, and reference listing), included as part of the final internship portfolio. Following completion of the internship assignment, students will create an internship portfolio in which he or she will use this information to create an updated resume and cover letter targeted at their field*. Portfolio files may be completed electronically. The internship binder, because it includes copies of student-produced work that may not be easily duplicated electronically, will be provided to the Internship Supervisor in hard copy via postal mail.

  * Students are pre-trained in developing personal marketing packages in a prerequisite course—COMM 395: Career Planning in Communications Media.

- *Use the internship site as a means to develop professional contacts and refine interpersonal skills.*
  Following completion of the internship assignment, students will update their personal reference lists and/or gather references and recommendations from individuals. Updated personal marketing resources (e.g., resume, cover letter, and reference listing) are included as part of the final internship portfolio. Portfolio files may be completed electronically. The internship binder, because it includes copies of student-produced work that may not be easily duplicated electronically, will be provided to the Internship Supervisor in hard copy via postal mail.

NOTE: Each internship assignment also includes individualized goals and objectives approved by the Department of Communications Media's Internship Coordinator. The course's online components are designed to inform the process of obtaining and participating in the internship, to provide a central site for resources, such as forms, templates, and examples, to be used in completing the internship from application to final evaluation. The online course resources will also include chat rooms and discussion boards that may be used for interaction as deemed appropriate by the Internship Coordinator, the individual intern Faculty Supervisor and the student. Other technologies that may be used as part of this course include fax, e-mail (iMail), and telephone for the purposes of communicating with individual students and internship sites.

3. How will instructor-student and student-student, if applicable, interaction take place?
Communications Media Internships require students to seek out an internship in their area of specialization. Internship Supervisors are faculty representatives from the Department of Communications Media. Each of these Internship Supervisors is trained and responsible for communicating with the intern and the intern site regarding student performance and issues pertaining to the internship. These interactions may be carried out by fax, telephone, e-mail, discussion, or chat, as negotiated on a case-by-case basis. During the pre-internship phase when students are in the process of completing their internship proposals and the required forms, questions may be directed to the Internship Coordinator via LMS discussion boards, e-mail, or telephone.

4. How will student achievement be evaluated?

The following methods will be used to evaluate student performance in the internship:

- Faculty Supervisor Evaluation—The faculty member will conduct multiple check-ins (at least 4) with the student during the course of the internship. Typically, student internship sites within a 300-mile radius of IUP will also receive an onsite visit. These interactions are designed to serve as a feedback opportunity for the student. Students will be evaluated on their ability to professionally interact in these sessions and to communicate regarding their internship experiences. The faculty member will receive the mid-term and final Site/Host Supervisor Evaluations (see below).

- Site Host/Supervisor Evaluation—Internship Site/Host Supervisors will conduct two on-site evaluations—a mid-term and final evaluation—of the intern's performance. The mid-term evaluation will be used to provide the student with feedback regarding his or her performance. The final feedback form will be counted toward the student's final grade.

- Final Project Evaluation—At the end of the internship, the student will submit a final internship portfolio that will contain the student's review of his or her internship experience, the goals and objectives accomplished during the internship experience, items produced during the internship, and their internship logs. This material will be evaluated by the Faculty Supervisor using the COMM 493 Final Project Rubric. An extensive workbook and online resources and instructional videos highlighting exemplary materials are available online to assist students in preparing this material.

5. How will academic honesty for tests and assignments be addressed?

The individualized nature of the internship and the high degree of student interaction with Site/Host Supervisors and Faculty Supervisors are measures used to maintain academic integrity in this course. Students will be subject to random checks for completion of materials (Faculty Supervisor evaluations). Students will be expected to submit a full binder of their internship materials which are evaluated by the Faculty Supervisor in charge of the internship. Additionally, the student's Site/Host Supervisor will also be evaluating him or her. Finally, students are notified of the expectations of academic integrity and must sign off and agree to these requirements as part of the internship preparation process. Students are also required to review and sign an ethics statement prior to beginning their experience.

B. Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

Recommendation: ☑ Positive (The objectives of this course can be met via distance education)

☐ Negative

_____   _____
Signature of Department Designee   Date

Endorsed: _____   _____
Signature of College Dean   Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

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The following methods will be used to evaluate student performance in the internship:

- Faculty Supervisor Evaluation—The faculty member will conduct multiple check-ins (at least 4) with the student during the course of the internship. Typically, student internship sites within a 300-mile radius of IUP will also receive an onsite visit. These interactions are designed to serve as a feedback opportunity for the student. Students will be evaluated on their ability to professionally interact in these sessions and to communicate regarding their internship experiences.

- Site Supervisor Evaluation—Internship Site Supervisors will conduct two on-site evaluations—a mid-term and final evaluation—of the intern's performance. The mid-term evaluation will be used to provide the student with feedback regarding his or her performance. The final feedback form will be counted toward the student's final grade.

- Final Project Evaluation—At the end of the internship, the student will submit a final internship portfolio that will contain the student's review of his or her internship experience, the goals and objectives accomplished during the internship experience, items produced during the internship, and their internship logs. This material will be evaluated by the Faculty Supervisor using the COMM 493 Final Project Rubric.

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Step Two: Departmental/Dean Approval

Recommendation: ☑ Positive (The objectives of this course can be met via distance education)

☐Negative

signature

Signature of Department Designee   3-09-09
                                                                              Date

Endorsed: _Mary Ann Rafoth_   3-09-09
                Signature of College Dean   Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: ☑ Positive (The objectives of this course can be met via distance education)

☐ Negative

_____Gail Sechrist_____ 5/7/09
Signature of Committee Co-Chair   Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

☑ Approved as distance education course   ☐ Rejected as distance education course

_____ 7/10/09
Signature of Provost   Date

Forward form and supporting materials to Associate Provost.

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Syllabus of Record

Part II. Description of Curriculum Change

1. New Syllabus of Record

I. Catalog Description

CM 493 Internship   var-6, 9, 12 credits

Prerequisites: CM 395, department approval
Supervised professional summer work experience in communications media. Sites reflect the academic goals of the department and are approved and administered by a department coordinator. Location, duties, length of internship, and hours are individually tailored to student career goals. Sites represent wide application of process and technology of communications in business, education, allied health, or other agencies. Students must complete 40 hours or of the internship work experience per semester hour earned. A maximum of 15sh of internship and/or practicum are permitted toward a degree program.

II. Course Objectives

Objectives for the internship experience are proposed by each student while taking CM 395 (Career Planning in Communications Media), refined by the hosting site (during interviews), and accepted by the Department internship coordinator. This document, called the internship proposal, is affixed to the Experiential Education Application.

The student will:
- gain experience in a professional work setting consistent with the student's career goals;
- develop an understanding of the work environment and use this understanding to refine career goals;
- acquire skills, knowledge and experience in areas specific to the internship setting;
- participate in projects and compile materials suitable for inclusion in a final project and professional portfolio;
- use those newly developed skills to conduct a job search this or a related field; and
- use the internship site as a means to develop professional contacts and refine interpersonal skills.

III. Course Outline

The daily work schedule will be determined by the student and the internship host site. It is expected that students will work 40 hours per week equivalent to the number of credits being earned. For example, a student seeking 6sh of internship would typically complete 40 hours per week for six weeks at the host site. A deadline for the submission of the student's final project is established by the internship coordinator and is usually one week before the scheduled completion of the internship experience.

IV. Evaluation Methods

The final grade for the internship is determined based on the following criteria:

50% - internship site supervisor evaluation
35% - final project evaluation
15% - faculty supervisor evaluation

Each site supervisor is supplied with an evaluation form used for a mid-term and final evaluation. This evaluation provides feedback to the student intern and the supervising CM faculty member

Guidelines for the final project are distributed to the student in CM 395. The final project is evaluated by the supervising faculty member based on information included in the following five components:
1. A review of the internship experience, including a summary of the student's work experience;
2. A case study of the organization, demonstrating the student's understanding of the organization and its role in the communication industry;
3. A career development and marketing plan, including an explanation of the networking opportunities afforded the student, a strategy for job searches and an updated resume;
4. Daily logs, including an outline of the daily activities and responsibilities of the student; and
5. A portfolio from internship assignments to include samples of work completed by the student that would illustrate skills, developed on the internship, suitable for employment.

Each intern is assigned a CM faculty member who serves as the faculty supervisor. The faculty member makes visits to the internship site and communicates with the student and the on-site supervisor. As the faculty member completes the IUP Internship Supervision Report, he/she will consider such criteria as the student's ability to complete tasks effectively, to demonstrate creativity and initiative, to interact effectively with professional staff members, to maintain a professional attitude and to use the information and experience gained to further career goals.

Final grades for the internship experience will be determined based on the following scale:

90-100%   = A
80-89%   = B
70-79%   = C
60-69%   = D
below 60% = F

V. Required textbooks, supplemental books and readings

Students will be required to provide an adequate number of Daily Log pages for their internship experience.

VI. Special resource requirements

Students are encouraged to seek an internship within a 500 mile radius of IUP.

VII. Bibliography

_____ (1992). Resumes for communications careers. NTC Publishing, Chicago.

Farris, Linda G. (1995). Television careers; a guide to breaking and entering. Buy the Book Enterprises, Fairfax, CA.

Noronha, Shonan F. (1993). Careers in communications. NTC Publishing, Chicago.

Sample internship sites for Communications Media students:

WJAC Channel 6 – Johnstown
WPVI – TV – Philadelphia
Mellon Bank – Pittsburgh
Civic Arena – Pittsburgh
Smithsonian Institution – Washington D.C.
Philadelphia Magazine – Philadelphia
Pittsburgh Film Office
WCNS/WLCY FM – Latrobe
KDKA – Pittsburgh
Chambersburg Chamber of Commerce – Chambersburg
The Open Door – Indiana
Babcock and Wilcox – Homer City
Cross Trainers – Pittsburgh
Marc Advertising – Pittsburgh
Longo Media Group – Latrobe
Chris Hay Photography – Somerset
Applied Science Associates – Butler

Online Syllabus

COMM 493:

Internship

Internship Coorindator: Dr. Richard Lamberski
Stouffer Hall, Room 127
1175 Maple Street
Indiana, PA 15705-1058
Phone: 724-357-3771
E-Mail: rjl@iup.edu

Online Office Hours: [To be completed during terms of internship]

Course Description | Course Objectives | Texts and Materials | Required Technology Skills and Software | Technical Support | Participation Requirements |
Grading | Student Evaluation | Course Schedule | Bibliography | Appendix-Student Outcomes Assessment Matrix

Course Description
Title: COMM 493: Internship
Credits: var.--6, 9, or 12 credits
Prerequisites: COMM 395, Departmenal Approval
A supervised professional summer work experience in communications media. Sites reflect the academic goals of the department and are approved and administered by a department coordinator. Location, duties, length of internship, and hours are individually tailored to student career goals. Sites represent wide application of process and technology of communications in business, education, allied health, or other agencies. Students must complete 40 hours of the internship work experience per credit earned. A maximum of 15 credits is applicable to an undergraduate degree program from any combination of internship and practicum experience.

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Course Objectives*
At the completion of this course, the student will be able to

- Gain experience in a professional work setting consistent with the student's career goals.
- Develop an understanding of the work environment and use the understanding to refine career goals.
- Acquire skills, knowledge, and experience in areas specific to the internship setting.
- Participate in projects and compile materials suitable for inclusion in a final project and professional portfolio.
- Use those newly developed skills to conduct a job search in this or a related field.
- Use the internship site as a means to develop professional contacts and refine interpersonal skills.

*NOTE: Depending upon your internship placement and the individual needs and requirements negotiated between you and the internship site, there will be additional goals and objectives for the internship. These will be detailed in your internship proposal.

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Texts and Materials
Required

- Course materials, including the COMM 493: Internship manual, will be provided through the IUP Learning Management System.
- Students should be prepared to cover the cost of photocopying, preparing and shipping materials, faxing, and/or telephone conversations with their Internship Supervisor.

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## Required Technology Skills and Software
Technology Skills
Students enrolled in this course should possess the following technology skills:

- The ability to acces information via the Web
- The ability to use the IUP Learning Management System system and associated tools, including discussion/chat, quizzing, and assignment submission features
- The ability to use Microsoft Office or similar productivity software and to save in desired formats
- The ability to use Internet communication tools
- The ability to demonstrate netiquette (appropriate online conduct)
- Other technology skills as dictated by the needs of the internship assignment

Software
The following software is required in order to view course content and to participate in planned course activities. If you do not have this software currently loaded on your computer or are unsure, you can download the software for free by clicking on the following links:

Adobe Reader
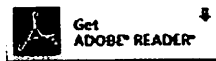
Flash Player

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Technical Support
To obtain technical support for computer issues related to this course, please contact Indiana University of Pennsylvania's student helpdesk at 724-357-4000 between 7 a.m. and 6 p.m. Eastern Time. You should be prepared to give specific details regarding your technical issue(s), including what you were doing before the error occurred and the exact text of any error messages received.

If you experience issues outside of the normal helpdesk hours, you can also submit your error via e-mail at it-support-center@iup.edu or via electronic form available online at http://www.iup.edu/page.aspx?ekfrm=36009.

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Participation Requirements
Course Participation
Unlike other courses you have taken in your academic career, COMM 493 is probably different in that a fair portion of the work will take place in the semester *prior* to the semester in which you are actually involved in the course. This method has been adopted to assist you in completing the necessary steps in acquiring and preparing for your internship experience. During this period, you will have access to online resources and instruction through the IUP Learning Management System. You may contact the Internship Coordinator during this period with any questions you may have regarding the internship experience or the content. Completion of the pre-internship activities and documentation required during this period is essential to a successful internship experience. Failure to complete pre-internship

activities as prescribed may result in your inability to complete the internship and/or to graduate as scheduled.

During the internship, students are expected to maintain timely and accurate records of their internship activities and must submit internship forms and assignments in a timely fashion. While at the internship site, students are expected to maintain the highest level of professionalism. Other participation requirements, such as internship schedule and specific internship duties, will be negotiated with the internship site and outlined in the student internship proposal. Requirements and expectations are further defined in the COMM 493 manual and the online course materials.

Online Etiquette
Throughout the internship, students are expected to conduct themselves professionally in all electronically mediated interactions (telephone, e-mail, and chat).

Students with Disabilities
If you are a student who has a documented disability and need special accommodations, the Internship Coordinator will work with you and the internship site to provide reasonable accommodation to ensure you a fair opportunity to perform in the class. Please advise the Internship Coordinator at the beginning of the internship process regarding the disability and the desired accommodations.

Academic Integrity Policy
Indiana University of Pennsylvania expects a full commitment to academic integrity from each student. This syllabus represents a contract between you and the instructor of this course and that you agree to follow the rules and expectations set up therein. Academic integrity means:

- Providing or receiving unauthorized assistance in coursework, including papers, quizzes, and examinations.
- Using unauthorized materials and resources during quizzes and tests.
- Possessing course examination materials without the prior knowledge of the instructor.
- Plagiarizing which is the use of papers, dissertations essays, reports, speeches and oral presentations, take-home examinations, computer projects, and other academic exercises or the passing off of ideas or facts beyond common knowledge without attribution to their originators.
- Engaging behaviors that are disruptive or threatening to others.
- Using computer technology in any way other than for the purposes intended for the course.

Please note that IUP faculty uses a variety of technologies to check the authenticity of student work. Violations of academic integrity will be handled per IUP's Academic Integrity Policy and Procedures. Failure to comply with the policies and procedures may result in a decrease in grade, involuntary withdrawal from an academic program, suspension, expulsion, or rescission of a conferred degree. IUP's full policy on academic integrity is available in the Undergraduate Catalog under Academic Policies or online at http://www.iup.edu/WorkArea /downloadasset.aspx?id=49753.

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Student Evaluation
Students will be evaluated on the following:

- Internship Site Supervisor Evaluation--Your site supervisor will evaluate your performance at the internship site at the middle and end of your internship. The first evaluation is designed to provide you with feedback regarding your performance, and the final evaluation will be counted toward your final grade. A complete example of the evaluation form is included in the COMM 493 manual.
- Faculty Supervisor Evaluation--Your Faculty Supervisor will be following up with you throughout your internship experience and assessing your progress. During each session, he or she will complete and review with you an assessment of your current activities and assist you in setting goals for your next assessment. You will be evaluated on their ability to professionally interact and communicate regarding your internship activities.

- Final Project Evaluation--Near the completion of your internship experience, you will compile a portfolio that includes your site supervisor evaluation, internship portfolio, internship logs, products produced during your internship, and a reflective essay regarding your internship experience.

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Grading

The final grade for the practicum will be determined using the following criteria and weighting:

Internship Site Supervisor Evaluation	50%
Final Project Evaluation (Internship Portfolio)	35%
Faculty Supervisor Evaluation	15%
Total	100%

Incomplete Grades
Incomplete grades will only be granted only in the event of "major life crises." The instructor reserves the rights of judgment as to what qualifies as a "major life crisis."

Withdrawal Grades
According to IUP policy, if you wish to receive a wtihdrawl (W) grade for the course, you must do so by the University deadline for processing withdrawals, which can be found on the IUP URSA page in the academic calendar. Students who fail to withdraw by the deadline must file for a deadline waiver through the dean of his or her college and provide documentation of catastrophic circumstances preventing the student from completing the course/semester. In the event withdrawal would be required, failure to process a withdrawal will result in a failing grade for the course.

Disagreement with Awarded Grade
If you disagree with the awarded grade or feel an error exists in the grade calculation, please contact your instructor to arrange a conference regarding your grade.

Changes
Once earned grades have been recorded, they may be changed only in the case of clerical and/or calculation error or in the event of a successful grade appeal. It is not appropriate to change a grade based upon options, such as supplemental assignments, that are not equally available to all students. The deadline for corrections of clerical and/or calculation errors is the end of the next regular (fall/spring) semester after the grade has been awarded.

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Course Schedule

While internships may vary according to arrangements made with the internship site, the following course outline pinpoints important dates in the internship process:

January	**Online Modules:** Introduction to COMM 493, The IUP Communications Media Career Preparation Process, Internship Orientation I, Updating Internship Materials **Readings:** COMM 493 Manual Chapters 1-3 and associated appendices. **Due:** Updated Internship Materials (e.g., Resume, Cover Letter, Internship Proposal)
February	**Online Modules:** None

	Readings: Review Chapter 3 **Due:** Ethics Policy, Academic Calculation Sheet
March	**Online Modules:** Orientation II **Readings:** COMM 493 Manual and appendices as needed **Due:** Internship Placement, Intern Description Duties
April	**Online Modules:** None **Readings:** COMM 493 Manual Chapters 4-6 **Due:** Application, Final Internship Agreement
May-August	**Online Modules:** During the Internship **Readings:** Chapters 4-6 and associated appendices. **Due:** Internship Log Sheets, Internship Supervisor Evaluations, Faculty Supervisor Conferences and Evaluations, Final Internship Project

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Bibliography

Baird, B. (2007). *Internship, practicum, and field placement handbook: A guide for the helping professions* (5th ed.). Upple Saddle River, New Jersey: Prentice Hall.

Donovan, C.P. & Garnett, J. (2001). *Internships for dummies*. Hoboken, New Jersey: Wiley.

DeFer, T.M., Faller, B.A., Gada, H., & Lubner, S. (2008). *The washington manual internship survival guide* (3rd ed.). Philadelphia: Lippincott, Williams & Wilkins.

Fedorko, J. (2006). *The intern files: How to get, keep, and make the most of your internship*. New York: Simon & Schuster.

Liang, J. (2006). *Hello real world! A student's approach to great internships, co-ops, and entry-level positions*. Charleston, South Carolina: Booksurge Publiching.

Oldman, M. & Hamadeh, S. (2003). *The best 109 internships* (9th ed.). New York: Princeton Review.

Peterson, R.R. (2005). *Landing the internship of full-time job during college*. Bloomington, Indiana: iUniverse, Inc.

The Princeton Review. (2005). *The internship bible* (10th ed.). New York: Princeton Review.

Sweitzer, H.F. & King, M. (2008). *The successful internship: Personal, professional, and civic development* (3rd ed.). Florence, KY: Brooks Cole.

Wise, C.C. (2009). *The vault guide to top internships* (2009 Ed.). New York: Vault, Inc.

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Appendix—Student Outcomes Assessment Matrix

COE&ET Conceptual Framework	Program Objectives	Course Objectives	Assessment Technique
1,2,3,4	1,2,3,4,5,6,7,8	1	**Performance Appraisal** Final Project Participation

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Sample Course Modules

2. Instruction (Page 1 of 3)

Introduction to COMM 493

Overview

Welcome to COMM 493
Welcome to The Internship. This 6-, 9-, or 12-credit internship experience is a supervised professional summer work experience in communications media. Sites reflect the academic goals of the department and are approved and administered by a Department Coordinator. Location, duties, length of internship, and hours are individually tailored to student career goals. Sites represent wide application of process and technology of communications in broadcasting, business, education, allied health, or other agencies. Students must complete 40 hours of the internship work experience per semester hours earned. A maximum of 15 semester hours of internship and/or practicum are permitted toward a degree program.

The resources provided as part of this course have been specially designed to assist you in mastering the course material. Through this course, you will gain experience in a professional work setting consistent with the student's career goals; develop an understanding of the work environment and use this understanding to refine career goals; acquire skills, knowledge and experience in areas specific to the internship setting; participate in projects and compile materials suitable for inclusion in a final project and professional portfolio; use those newly developed skills to conduct a job search this or a related field; and use the internship site as a means to develop professional contacts and refine interpersonal skills.

I hope you will enjoy this course. Please feel free to contact me if you have any questions.

Sincerely,

Dr. Richard Lamberski

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3. Instruction (Page 2 of 3)

Introduction to COMM 493

Instruction (1 of 2)

The Communications Media Career Preparation Process
COMM 493: Internship marks the final component of the Communications Media career preparation process. To date, you should have successfully completed COMM 395: Career Planning in Communications Media and have successfully completed or be in the process of completing COMM 475: Senior Portfolio Presentation. In this course, you will complete the two Internship Orientation sessions in preparation for the actual period of your internship and the internship.

Time Sequence   Knowledge Use

COMM 395: Career Planning in Communications Media

COMM 475: Senior Portfolio Presentation

Internship Orientation I

Internship Orientation II

COMM 493: Internship
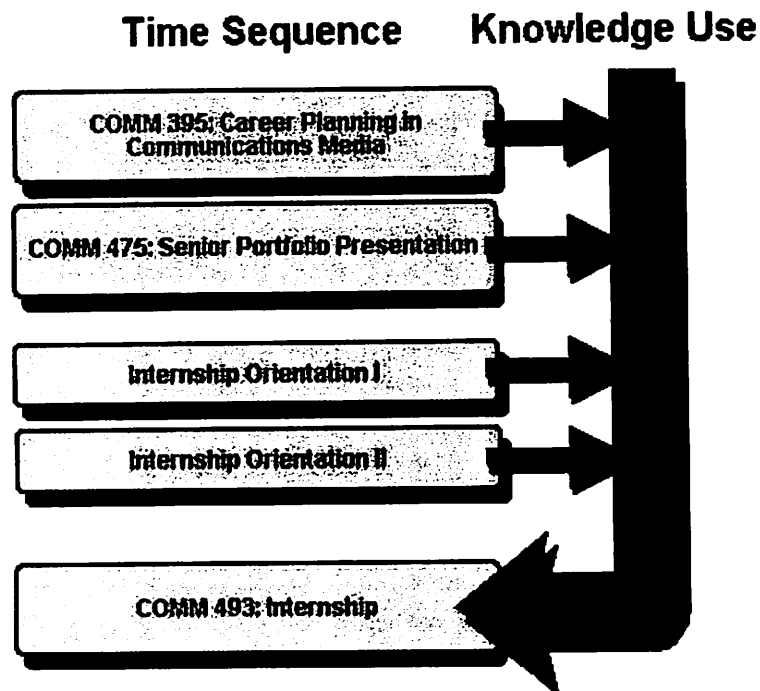
The COMM 493 internship represents the culmination of the activities completed in COMM 395, COMM 475, and the two orientation workshops. In preparing for your internship, you will be applying your skills in job-seeking, marketing yourself, interviewing, and demonstrating your skills and accomplishments through your portfolio. At the internship site, it is hoped that you will apply and further enhance the knowledge and skills obtained through your coursework.

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4. Instruction (Page 3 of 3)

Introduction to COMM 493

Instruction (2 of 2)

The Internship Process
The internship process consists of three required stages and a fourth optional stage that may be completed following the internship. Each stage may contain multiple sections that will need to be completed along the way. Subsequent modules of this course will more fully explain each stage of the internship, as well as provide resources to assist you in completing the required activities at each stage.
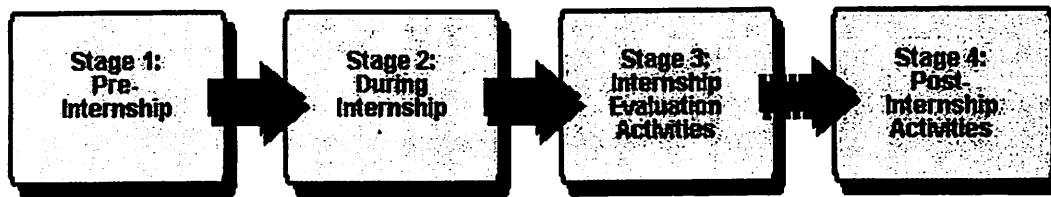
Graphic: The Internship Stages

Course Policies
The course syllabus contains important information regarding course content, policies, and an outline of course activities. You should read and become familiar with the course syllabus. At the end of this module, you will be asked to commit to the course policies outlined in the syllabus. Please keep in mind that you will be asked later in the semester to agree to additional policies that involve being on site. This course commitment is simply to assure that you understand the policies governing and pertaining the course itself.

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5. Summary

Introduction to COMM 493

Summary

Module Completion
To complete this introductory module, review the material presented in this module and in the course syllabus.

Questions
If you have questions, regarding the course expectations, contact the course instructor via the communications method set out in the course syllabus.

Commitment to Course Policies
Once you have a clear understanding of the course policies and expectations, complete the Commitment to Course Policies under Tests/Quizzes. You can access this material direction by clicking the Quiz link in the Action Menu at the top of the page or by clicking Tests/Quizzes in the Course Menu at left.

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2. Overview

Stage 1: Pre-Internship

Overview
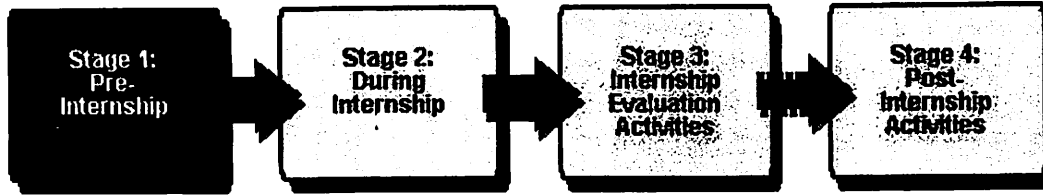
In preparation for the internship, there are a number of tasks that must be completed. This module will provide you with an overview of the steps that must be completed to assist you in acquiring an approriate placement for your Communications Media area of emphasis.

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3. Instruction

Stage 1: Pre-Internship

Instruction

Stage 1 Tasks
The pre-internship phase covers the semester-long period prior to the actual on-site activities and completion of your internship. The tasks at this stage are geared toward the development of your internship proposal, prospecting for internship opportunities, interviewing with potential internship sites, and ultimately the attainment of an internship placement. Because the process of finding an internship can be a daunting task, the pre-internship stage has been divided into small sub-stages to help you pace yourself and provide you with benchmarks to assure your sucess in the process. The sub-stages and their activities will be described in more detail in subsequent modules. The following sections will highlight some of the activities and tasks you will be expected to engage in in each pre-internship sub-stage.

Stage 1: Orientation I
Orientation I should be completed in January prior to your summer internship placement. The primary purpose of this orientation is to get you prepared to seek an internship opportunity. We will revisit many of the professional marketing documents (e.g., cover letters and resumes) you prepared in COMM 395. You will be updating these documents to get them ready to be reviewed by prospective internship sites. You will also be preparing the internship proposal, which your internship objective and what you hope to accomplish as part of the internship. Finally, you will revisit some old resources and be presented with some new ones to determine a pool of prospective internship sites to target for your internship. Following the completion of Stage 1: Orientation, you should have secured your internship site.

Stage 1: Orientation II
In March, prior to your summer internship, you should complete Orientation II. Orientation II will provide you with important information regarding finalizing plans with your orientation site. This includes negotiating with your internship site and finalizing the intern job description, updating necessary information in the Department of Communications Media, and handling University registration for COMM 493.

Following completion of the tasks as laid out in the two orientation modules, you should be ready to register for your internship (typically in early May), to get acquainted with your internship Faculty Supervisor, and to depart on your internship.

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4. Summary

Stage 1: Pre-Internship

Summary

Stage 1: Pre-Internship covers a period from about mid-December to May. Subsequent modules will deeply cover the expectations and activities to be completed as part of this stage. The following points briefly summarize the outline of the pre-internship stage:

- Mid-December--Obtain the access to the COMM 493 manual and online resources
- January--Complete the tasks as set out and described in Stage 1: Orientation I
- February-March--Have obtained an internship site
- March--Complete the tasks as set out and described in Stage 1: Orientation II
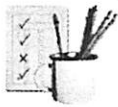
Screen Captures

Screen Capture: COMM 493 WebCT Homepage

Sample Outline of Content in Course Content and Related Materials Section of the Course