

# **COMMUNICATION INTERNSHIP PROGRAM**

**COM 435 Internship**

**CMG 635 Internship/Apprenticeship**



**ASBURY  
UNIVERSITY**

**Communication Faculty Internship Supervisors**

**Dr. James Shores, [jim.shores@asbury.edu](mailto:jim.shores@asbury.edu) ext. 2348**

**Dr. Kim Okesson, [kim.okesson@asbury.edu](mailto:kim.okesson@asbury.edu) ext. 2120**

**Dr. Elizabeth Jones, [elizabeth.jones@asbury.edu](mailto:elizabeth.jones@asbury.edu) ext. 3346**

**Dr. Todd Wold, [todd.wold@asbury.edu](mailto:todd.wold@asbury.edu), ext. 2398**

# ASBURY UNIVERSITY COMMUNICATION MAJOR INTERNSHIP PROGRAM

## **INTRODUCTION:**

Welcome to the Communication Major Internship program! An internship experience can provide you with practical learning outside the classroom, allow you to explore your interest in the communication field, and can even lead to future employment. The overall purpose of the internship is to integrate classroom/book knowledge with experience outside of the classroom in an effort to help you bridge the gap between your coursework and outside communication activities.

Each student will receive academic credit for **COM 435/CMG 635**

**Internship/Apprenticeship** by enrolling for the 3 credit hours course. Enrollment in COM 435/CMG 635 must be concurrent with the semester the work for the internship is completed. A student may not complete an “internship” at a company or organization and at a later date (e.g., a semester later) enroll in Com 435/CMG 635 Internship/Apprenticeship. Furthermore, internships must be accomplished in a position related to your emphasis area. Thus leadership emphasis area majors must seek an internship involving leadership skills, Public Relations emphasis area majors must do PR internships, and International Communication majors must do an internship outside the United States or with a global agency that involves frequent interaction with people from other countries.

Please keep in mind that you represent not only yourself in an internship environment, but that you also represent Asbury University and will be seen as a representative of a Christian and thus of Jesus Christ. With this in mind, no student will be recommended for an off-campus internship unless the Faculty Internship Supervisor and the student’s academic advisor (often the same person) are confident the student will meet the standards of the program.

Your internship experience can be divided into three phases. Phase 1 is the Pre-internship phase, where you work with Career Services and other sources to identify internship opportunities, propose internships for Faculty Supervisor approval, get them approved, research them and shadow a person, and then select the opportunity that is most compatible with your goals. Phase 2 is the Internship phase, where you work at least 120/160 hours (Undergrad/Grad) and gain valuable experience. Phase 3 is the post-internship phase, where you reflect on your experience with both a written report and a guided discussion hosted by the career services center.

## **SELECTING AN INTERNSHIP:**

**General Philosophy:** The intent of a Communication internship at Asbury University is to gain work experience under a mentor who is an expert in the field. This means all internships must include a local supervisor who either has academic credentials or extensive experience and expertise, preferably both. Students are encouraged to do internships off

campus, somewhere that they can see themselves working after degree completion (exceptions made when applicable).

**Leadership emphasis majors** must do an internship where they will have direct contact and frequent interaction with a leader (who has subordinates under him or her). Ideally, the intern would also have subordinates or workers of some type to lead, though this is not a requirement. Typical leadership internships include government positions, summer camps, and church leadership positions provided the church has a supervisor that is dedicated to mentoring the intern (an intern cannot simply be entrusted with a program like “youth group” or “VBS” and then not given any direction or guidance from above. The key is to maximize interaction with a leader so as to learn from him or her).

**Public Relations emphasis majors** must do an internship involving public relations activities under a supervisor who is experienced in PR or marketing. This means no simple sales jobs. While some sales are allowed, they must be only a part of the job that also includes management functions such as event planning, interaction with the media, policy/document creation etc. Typical internships include PR offices in government, businesses, and nonprofit organizations.

**International Communication emphasis majors** must work in a multiethnic work setting with an intercultural organization. Jobs might include working with nonprofit and relief organizations, as well as interning at international businesses, US embassies, government offices, or educational organizations dealing with multi-ethnic contexts.

**Social Media emphasis majors** must do an internship in the social media realm under a supervisor who is experienced in social media. You cannot be the resident social media expert.

**Sport Communication emphasis majors** must do an internship in the sport industry that requires integrating communication skills from coursework, under a supervisor who is experienced in sport communication. Being the assistant coach for a youth soccer camp would not qualify, unless it also involves things like running the social media, planning and executing local PR events, helping a sports team tell their story through promotions, photography/videography, coordinating with a larger communication team.

**Master’s Degree Students** must have a direct and meaningful impact on the final product, project, or organizational goals/culture. In coordination with your faculty advisor, graduate students are expected to create educational goals and make a substantive contribution.

**How to find an internship?** You are responsible for finding an internship that suits you and your vocation desires, but professors may have ideas to assist your search and even recommend you for exciting opportunities based on your demonstrated responsibility and academic achievement. Typically students find opportunities by networking with friends, family, and other students; internet searches; and contacting an organization directly. Professors will email any opportunities they receive as they arise.

### **PHASE ONE: HOW TO QUALIFY FOR AN INTERNSHIP:**

To qualify for an internship in the Communication Major, the following criteria must be met. Each student must:

1. Enrolled, in good standing, as undergraduate or graduate student in Asbury University Communication Program.
2. Undergraduates must have a junior or later class standing during the semester the internship work is completed.
3. For undergraduate students, have completed at least 12 credit hours in the Communication major.  
For graduate students, have completed at least 12 credit hours in the Communication graduate program.
4. Undergraduate students who have declared a
  - Leadership emphasis must have taken Com 230
  - Public Relations concentration students must have completed COM/JRN 281
  - International Communication majors must have had COM 251
  - Social Media must have taken COM 261
  - Sport Communication should take SPM 330, if possible prior to internship, recommended not required.
5. Coordinate the internship with your faculty advisor.

### **HOW TO APPLY FOR AN INTERNSHIP:**

1. Meet with your Faculty Advisor for approval of the proposed internship. (You can't register for an internship without the advisor's approval).
2. Go over internship requirements with your Advisor (listed below) and agree on due dates. (Be sure to cover expectations and to arrange a flexible work schedule as needed to accommodate your class schedule.)
3. When you have selected an ideal internship experience, send your advisor an email, include the internship information, rationale for the internship, and request that your advisor start an internship contract on Curriculog.
4. Once your internship has been approved, you will automatically be enrolled for the internship.

### **PHASE TWO: INTERNSHIP REQUIREMENTS:**

1. All internships **MUST** involve **AT LEAST 120/160 hours (Undergrad/Grad)** of workplace experience (this equates to about 8.6/11.4 hours per week over fourteen weeks). These hours should be spread over the semester if possible, but exceptions can be made to do all the hours in a concentrated experience. No experience may be accomplished in less than two weeks.
2. Each student will meet at least three times during their internship with their on-site

supervisor. More meetings are of course encouraged. The **first meeting** should involve setting the expectations, introducing the student to the other relevant people at the work location, and discussing the skills the student will hone and acquire.

3. The **second required meeting** is a midterm evaluation, and must be accomplished near the middle of the internship experience (typically due by the end of the seventh week of classes, or within a week of the middle of the internship experience). Use the mid-term internship evaluation forms, and submit them to your faculty advisor (Discovery or email). Failure to complete the mid-term reports on time will affect your final grade.
4. The **final meeting** allows your supervisor to inform you of how your internship experience went from his or her perspective, and allows you to wrap-up loose ends and smoothly transition from your experience. You must fill out and sign the end-of-semester report and evaluation forms.
5. Throughout your internship, you must keep a weekly **Journal** that contains notes of activities and responsibilities you have experienced. Entries should be two or three times a week for a standard semester, or more frequently for more concentrated internship experiences. You will be required to submit the diary/journal at the end of the semester, along with a **Work Hours Log** that records the date and number of hours you worked, as well as a bullet explaining your main activity that day. More details on these assignments are given below.
6. You also must submit a **Final Paper** following the guidelines listed below in this package. The paper is due by the last day of classes for the semester. It may also be turned in earlier if the student had a more concentrated work experience.
7. When your internship is completed and you return to campus, you must complete the **Internship After Experience Report**. The results of this report are tabulated and used for accreditation purposes. Please return this form to your faculty advisor when finished. The form should only take 10 minutes. You must finish your evaluation form by the last day of semester classes or one week after the completion of your program if taken in the summer. Your faculty advisor will check your report as part of giving you your grade.
8. As part of the final grade, students may submit a **Mini-Portfolio** that provides examples of their best work done during the internship. This is also due by last day of classes or one week after the completion of your program if taken in the summer. Not all internships enable every student to create a portfolio, and if this is your situation, it will not affect your grade. Please note that the portfolio will not be returned, so you may want to just turn in copies of your work.
9. As time and opportunity allows, your faculty advisor may attempt "on-site" visits to assist in evaluating each students' internship experience. Visits will be announced well in advance and coordinated with your on-site supervisor.
10. **INTERNSHIP GRADE:** The internship grade will be based upon the following criteria:

- A. Initial forms/contract from meeting with your faculty supervisor and employer
- B. Mid-term reports from both student and supervisor.
- C. Final report from both student and on-site supervisor.
- D. Weekly journal/diary entries (both quantity and quality will be considered).
- E. Final paper.
- F. Portfolio (if applicable).
- G. Log showing total hours were over 120/160 (Undergrad/Grad)
- H. Evaluation

### **INTERNSHIP WORK HOURS LOG REQUIREMENTS:**

You will be required to submit a work hours log at the end of the semester. Your log should record the date and number of hours you worked each day, as well as a bullet line that explains your main activity that day. You may round times to the nearest 15 minutes. A sample entry may look like:

<b>Date:</b>	<b>Hours worked:</b>	<b>Main Activity:</b>
May 12	5:30 hours	Wrote press release and did filing

### **INTERNSHIP JOURNAL REQUIREMENTS:**

1. Keep a weekly reflection journal assessing your performance. What you did well. Where you could grow.
2. Note the integration of ideas/theories/concepts covered in your Asbury coursework that you are applying to your internship responsibilities. This will help you evaluate the value of your classroom education as well as help the department to assess the benefits of particular courses in the student's overall education experience.
3. The journal/diary must be submitted on Discovery, along with the final paper and the supervisor's final evaluation report.
4. The quality of the journal entries will be reviewed and included as part of the final internship grade.

### **INTERNSHIP FINAL PAPER REQUIREMENTS**

#### **Undergraduate**

1. Your paper should be 5-8 pages (undergraduate), 12 pt Times New Roman type, one-inch margins, double spaced, and using proper grammar, spelling, etc. as required of any academic paper.
2. Write at least a half page indicating what you anticipated "getting out" (goals) of the internship when you originally decided to do this internship. Identify which goals you fulfilled.
3. Then write what specific skills you developed as a result of the internship. How were they developed?
4. Write about one page on the strengths of the internship (not your strengths). How did the internship integrate theory with practice? How well did it better prepare you for the "real world"?

5. Write about one page on the weaknesses of the internship (related to work assignments, Asbury faculty supervision, supervision at the location, etc.).
6. Write about one page indicating how Asbury course work helped to prepare you or did not prepare you for the internship. Be specific about what courses were very helpful and what courses "should have been helpful" but did not seem to adequately prepare you.
7. Write about one page on your final thoughts about the overall internship experience. Include here your understanding of your vocational calling from God, and how this experience may have impacted that calling. You may also provide any suggestions on how the Communication Department might improve this internship program.
9. Do not go into too much detail regarding the specific work you engaged in at your internship. That type of information should be provided in your daily/weekly diary.
10. This paper is due last day of classes or before. Check your semester calendar for specific dates.

### **Graduate**

1. Your paper should be 12-15 pages, 12 pt Times New Roman type, one-inch margins, double spaced, and using proper grammar, spelling, etc. as required of any academic paper.
2. Use APA or MLA as required by your area of scholarship.
3. Be sure to:
  - a. Address the value of experiential learning in this context.
  - b. Expound on the significance of what you learned in coursework and how this integrated with your internship.
  - c. Evaluate how your communication skills grew, specific to the educational goals you set up with your advisor.
  - d. Integrate leading thought in the field.

### **INTERNSHIP PORTFOLIO REQUIREMENTS:**

Your portfolio should contain evidence that you've done each component of the course listed on "Internship Requirements" pages of this packet. Organize each part neatly and make everything easy to find.

This can be a digital or physical portfolio.

It must be neat and well-organized.

Anything you scan and upload must be clear and legible.

### **PHASE THREE: FURTHER REFLECTION:**

Having finished your internship and the required materials, including entering your internship data into Discovery or a physical copy in person, your last required activity is to make sure you debrief your internship with your advisor.