Advertising and Public Relations

Internship Information

The College of St. Scholastica
Department of Communication, Theatre and Art
1200 Kenwood Avenue
Duluth, MN 55811
Introduction

Many students find an internship to be a vital part of their education because it offers hands-on experiences that reinforce classroom learning. Interns can gain perspective and experience in the fields of advertising and public relations and make contacts within the professional world they will enter upon graduation.

An internship experience is required of all Advertising and Public Relations majors at the College of St. Scholastica. Appendices A, B, C, & D, E, and F detail the requirements and written materials to be completed as part of the internship.

I. The First Four Steps

Step One: The Plan

The student’s first step is to meet with a Faculty Advisor in the CTA Department to explore internship possibilities. Student and Advisor will discuss completed coursework, the student’s particular interests, and future plans.

Internships can range from 150 to 600 contact hours. A minimum of 150 hours working at the job site is required to earn four academic credits. A maximum of 16 credits may be earned. It is up to the student and the Faculty Advisor to determine how many elective credits to allocate to the internship. The student may be paid wages during an internship, but this is not a requirement.

A student may do an internship during any semester, including summer. Registration for the internship must be completed before starting work. If a student does an internship at a location where he or she is already employed, it must represent a field related learning experience. Specific goals must be defined which push the student beyond previous duties.

Initial planning and a search should take place at least one semester, and preferably two, before the internship. The student should begin an Internship Journal at this time (see Appendix A for an outline of Journal contents).
Step Two: The Search

It is up to the student to locate an internship site. This process is very much like looking for a job, and is a good practice for “the real thing.” Students should identify firms in their interest area, then select several to contact. The Faculty Advisor and the Career Center can offer advice, review resumes, and sometimes suggest places to apply, but the search is the student’s responsibility.

Step Three: The Selection

The internship should include diverse experiences and regularly involve the student in management level activities. The intern may not function as a manager, but exposure to, and involvement with managerial and professional level employees should be a routine part of the internship. The company must be willing to designate a Supervising Manager who will act as a mentor and guide. In addition, of course, the firm will provide other normal facilities, supplies, or equipment necessary for the job.

Step Four: The Contract

Once the student has identified a placement opportunity, he or she should meet with the Faculty Advisor to make final arrangements. If the site is approved, the student and Advisor will complete and sign their portions of the Internship Contract (Appendix B) and complete the necessary registration materials (independent study form available at the Registrars office). The student will then meet with the Supervising Manager to complete the contract. The Faculty Supervisor will function as a resource and contact for both the student and Supervising Manager when needed.

At that meeting the student and supervisor should discuss the firm’s expectations of the student, and the student’s expectations of the firm. A special time should be set aside for the Supervising Manager to orient the student to the organization. This orientation should include, but not be limited to, a description of products and services, a brief history, an explanation of the organization chart, a tour of the premises, and introductions to employees.

The student will make three copies of the completed contract. One will be filed with the Faculty Advisor, one with Supervising Manager, and one will become part of the student’s Internship Journal.

II. During the Internship

The intern is expected to function as a responsible employee and exhibit professional behavior. There should be regular meetings with the Supervising Manager to discuss projects and provide an opportunity for questions and performance feedback.
Many kinds of work are appropriate for interns. Some duties are likely to be routine or mundane, as is the case for most managers. However, interns are capable of carrying out some higher level tasks as well, and each internship should include at least one project that includes a significant role in an advertising and/or public relations project.

The Intern is required to write a journal of daily experiences. Entries should be made at least **once a week**. Things to record include significant activities, as well as puzzling incidents. Some entries may describe a major item of learning, or an accomplishment of which to be proud. Others may describe aspects of work that are confusing or even distressing. Thinking and writing about all kinds of experiences will help the process of integrating theory and practice. The journal is the basis for the Midterm Report (Appendix D) and the Final Report (Appendix E).

You should also be collecting completed pieces (essays, newsletters, press releases, fact sheets, stories, copy, creative components, etc) that you complete as a part of your internship. These pieces will be organized in a portfolio and presented at the end with your journal and final report.

**III. After the Internship**

At the conclusion of the internship the Supervising Manager should evaluate the intern using the evaluation form provided (Appendix F). This should be done jointly on the last day the student works. The evaluation should be mailed to the Faculty Advisor within five working days of completion of the internship. It is a key part of the College’s evaluation process, and the Faculty Advisor cannot assign a grade until it is in hand. **The grade given will be pass or fail;** letter grades are not assigned to internships.

Students are encouraged to request a letter of reference at the final meeting with the Supervising Manager. Reference letters are valuable documents and can be put on file in the College’s Career Center for potential employers to review.

Using Appendix E as a guide, the intern should write a final report and submit it to the Faculty Advisor, along with the internship journal, within two weeks of completion of the internship. **No grade can be awarded until all pieces have been turned in.**
Appendix A

The Internship Journal

A evolves as you have experiences and think about them. While this journal may function as a type of task or accomplishment list, you should also use it as a place for reflection on growth, struggles, lessons, and accomplishments. Use it as a way to organize planning, and to make notes of experiences that seem important or curious to you.

Outline-Format for Final Journal Submission

I. Planning:
   - Why I want to do an internship
   - Possible sites
   - Search strategy
   - Resume

II. Record of the Search Process

III. Internship Contract

IV. On-The-Job—A record of daily/weekly experiences

V. Afterwards—What Did I Learn? – Identify One Take-Away Lesson

VI. Portfolio – Include completed work samples in sheet protectors or appropriate display formats
Appendix B

Internship Contract

This contract is a record of the agreement made by the three parties involved in this internship.

_________________________ has been accepted as an intern by
(Student Name)

_________________________ of
(Supervising Manager’s Name) (Name of Company)

The Faculty Advisor is __________________________ of the Department of
Communication, Theatre and Art, the College of St. Scholastica.

The internship is for _____ academic credits or _____ hours and will cover the period
___________ (date) to _______________ (date). The student’s work schedule will be

__________________________, for a total of _______ hours/week.

This internship is ______ paid ______ not paid. Rate: ___________

The Intern’s Responsibilities

I agree to fulfill my assigned duties to the best of my ability, to abide by all company policies, and to be open to the experiences afforded me during my internship.

I realize that this work experience is an integral part of my college education. My learning goals are listed in Column A of the attached goal sheet.

The Faculty Advisor’s Responsibilities

In agreeing to be the Faculty Advisor for this intern I accept the following responsibilities:

• I will advise the student about the responsibilities and opportunities of Internship.
• I will be a resource for the Supervising Manager to ensure that he or she understands the expectations of the College and the student. If the Intern should
fail to perform satisfactorily, I will work with the Manager toward resolution. Similarly, if the site should present problems for the Intern, I will work with both parties to seek a solution.

- I will meet with the Intern for pre-internship conference, correspond at midterm, and meet for a final conference to ensure that all is going well and to help the student integrate theory and practice.
- When all evaluations and reports have been turned in to me I will award a grade of Pass or Fail.

**The Supervising Manager’s Responsibilities**

I recognize that the Intern is engaged in a learning experience. I will do my best to provide opportunities to expand his or her understanding of advertising and/or public relations and the operations of our organization. Specifically, I will provide the educational opportunities listed in Column B of the goal sheet.

If cause for dismissal arises, I will notify The College of St. Scholastica Faculty Advisor prior to the dismissal and discuss the causes for such proposed action with the Advisor and the Intern.

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(Intern Signature)  (Phone)  (email Address)  (Date)

(Faculty Advisor Signature)  (Phone)  (email Address)  (Date)

(Supervising Manager’s Signature)  (Phone)  (email Address)  (Date)

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**It is the student’s responsibility to make copies of this form.** One copy of this form is to be given to the Supervising Manager, and one to the Faculty Advisor. The student should insert one copy in the Internship Journal.
<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student:</td>
<td>Supervising Manager: I will assign these work tasks and learning opportunities to help meet the learning goals:</td>
</tr>
<tr>
<td>My learning goals are:</td>
<td></td>
</tr>
</tbody>
</table>
Appendix D

Writing the Midterm Report

This report has two purposes. One is to bring the Faculty Advisor up-to-date about your experience and your degree of satisfaction with the internship. The more important purpose is to cause you to stop and take stock. If this assessment brings forward questions, concerns, or new ideas, make an appointment to discuss them with your Advisor. This should be roughly a **two page** double spaced paper.

Things you should include in your report are listed below.

1. List the principle duties you perform, and describe any compensation you are receiving.

2. List ways or times you meet and observe advertising and/or public relations professionals at work.

3. Describe how your learning goals are being met.

4. Are you satisfied with your placement? Comment on the general working conditions and relations with other employees and your supervising manager.

5. Are there changes you suggest to improve the final weeks of this internship?

6. Any other comments?

**SUBMIT THIS REPORT TO YOUR FACULTY ADVISOR AT THE MID-POINT OF YOUR INTERNSHIP.**
Appendix E

Intern’s Final Report

Please include the following information in your 4-5 page report:

1. Your name.

2. Your address and telephone number.

3. The name and address of your internship site.

4. The name, address, and telephone number of your Supervising Manager.

5. Your job title.

6. The dates and hours of your internship experience.

7. Your major responsibilities.

8. Describe special projects, assignments you completed or assisted in.

9. Describe how your learning goals were met. Discuss examples of how you were able to integrate theory and practice.

10. Your overall evaluation of the internship experience:

   - Worthwhile?
   - Problems?
   - High Point?
   - What have you learned?

11. Suggestions for how your internship experience could have been better or improved.

12. Any other comments.

THIS REPORT IS TO BE SUBMITTED TO YOUR INTERNSHIP FACULTY ADVISOR BY THE FIRST DAY OF FINALS WEEK OF THE SEMESTER IN WHICH YOU ARE REGISTERED FOR THE INTERNSHIP. NO GRADE CAN BE ASSIGNED UNTIL THIS REPORT IS FILED.
Appendix F

Internship Evaluation by Supervising Manager

Name of Student __________________________ Dates of internship:
                                                        Started _______  Ended _______

Employer __________________________________________

Address ___________________________________________ Phone _______________

Work Supervisor __________________________ Title _______________

I. Briefly describe the actual project(s) and duties undertaken by the Intern.

Did this correspond to your original expectations? Yes ________ No ________

**If no,** briefly explain the reason for the change.

II. Did the Intern bring in the necessary skills and technical knowledge?
Yes ________ No ________

**If no,** how could the student have been better prepared?

III. How would you rate the Intern in the following areas?

- performed the described tasks very well ___ adequately ___ poorly ___
- assumed responsibility very well ___ adequately ___ poorly ___
- took initiative in these tasks very well ___ adequately ___ poorly ___
- worked well with others very well ___ adequately ___ poorly ___
- achieved the goals listed in very well ___ adequately ___ poorly ___
  contract

Comments:
IV. Were the contract hours of the internship: adequate _____ too short _____ too long ______ for the defined tasks?

Comments:

V. In relation to the student’s academic education and/or career objectives, this internship seemed: very valuable ____ some value ____ not well related ____

The supervisory relationship between the Intern and me was: very good ________ adequate _____ poor ________.

Comments:

VI. Additional comments:

VII. Student comments:

After reviewing this evaluation with the intern, please return it to:

Dr. Jennifer Reierson
The College of St. Scholastica
1200 Kenwood Ave., Duluth, MN 55811.

Or email to: jreierso@css.edu
If you have any questions please call: 218.723.6701