MEDIA INTERNSHIP
MCOM 4380.007
Summer 2023

Faculty Internship Coordinator: Mrs. Sherry Williford
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Office: Boynton #301D
Office Hours: Monday-Thursday Appointments Made by E-Mail or phone
Office Hours Format: Face-to-Face/Phone/Zoom
Department: Department of Mass Communication
Class Meeting Time and Place: In the field.

Course Description:
3-6 semester hours. Supervised on-the-job experience. Internships arranged by student and approved by instructor. Strongly recommended. Prerequisite: Must have completed 66 hours overall with 24 hours in MCM courses (12 hours at SFA).

Program Learning Outcomes:
The student will obtain the knowledge and ability to produce a basic program for broadcast, advertising/public relations campaign or social media campaigns. The student will develop the ability to recognize program structure elements and critically analyze them. The student will obtain an understanding of the terminology used in the discipline.

General Education Core Curriculum Objectives/Outcomes:
Not applicable.

Student Learning Outcomes:
1. Students will be exposed to a professional, real-world work environment.
2. Students will have specific assignments and duties during the internship and will gain a sense of responsibility.
3. Students will be exposed to various leadership styles.
4. Students will learn the need to be courteous and friendly when interacting with the public.
5. Students will learn that personal appearance is important in the work place.

Text and Materials:
None
Course Requirements:

Intern Information

Please review carefully the materials, deadlines, and instructions described in the remainder of this syllabus.

Required Intern Submissions

There are three forms that must be submitted during the internship semester:

1. Supervisor Evaluation Form: There is a mid-term evaluation and a final evaluation to be completed by your on-site supervisor. A separate form is to be completed for each evaluation, both mid-term and final, and these should be included in your mid-term and final packet respectively. The mid-term and final forms are attached to this syllabus. Please give these forms to your supervisor for completion before the due date. These evaluations will largely determine your course grade.

2. Activity Log: Both at mid-term and at the end of the semester, you will submit an activity log. The log will consist of a daily summary of tasks you accomplished. This log should be typed. The log will follow an appointment book format. For example:

   SAMPLE ENTRY: June 10 (9am-12pm): I helped write a press release about the opening of our new plant. I also went with my supervisor to a planning committee meeting. The meeting was to discuss landscaping plans.

   The log should be of sufficient detail to communicate specific activities and should cover the whole day. It would be expected that the mid-term and final logs will be at least three full pages in length.

3. Student Appraisal Form: You will include a student appraisal form in your final packet and attach the form as the cover sheet to your typed answers. The form is attached as part of this e-mail. It consists of several questions you will answer about your internship experience. Note: this form is not submitted at mid-term. However, at mid-term, in lieu of this form, please submit a typed one-page narrative about how your internship is going.

Accurate and timely submission of the required materials will be a factor in gaining credit for the course. No grade will be recorded until all required materials are submitted. Both the mid-term and the final submissions of the student should be placed in the appropriate DropBox on d2l. The midterm and final supervisor evaluations can be either e-mailed or mailed to the instructor.
Course Calendar:

Mid-term Reports: Due no later than Friday, June 30, 2023
Includes: Mid-term Supervisor’s Evaluation Form
          Typed Daily Activity Log
          A one-page summary of how your internship is going

Final Reports: Due no later than Wednesday, August 2, 2023
Includes: Final supervisor’s Evaluation Form
          Typed Daily Activity Log (Since Mid-term)
          Student Appraisal Form
          Portfolio with 5-10 samples of student’s best work performed during internship

Course Contact Hours and Study Hour
MCOM 4380 “Media Internship” (3-6 credits) is a supervised on-the-job experience. Typically, for a 3-hour internship, students work 150 hours (50 hours per unit of credit). Students intern in professions related directly to their career or academic objectives in mass communication, and internship sites will foster the development and application of new career-related skills. Internships are not approved for students’ existing workplaces, and students may not conduct an internship from their residence via online work. In addition to onsite work expectations, students have required academic components and deliverables: mid-term report, final supervisor’s report, activity log of weekly work performed, student appraisal form, and 5 to 10 samples of student’s best work performed during the internship in a portfolio format. These activities, inclusive of the onsite internship expectations and academic components, average a minimum of 16 hours of work each week to reach the required 150 hours.

Summary of Basic Course Requirements

1. Work the minimum required hours (150 hours for 3 hours credit).
2. Keep daily logs detailing your activities.
3. Collect samples of your work where appropriate.
4. Turn in your mid-term and final reports by the deadlines stated above.

Check in with your faculty advisor during the semester.

Also attached are the following:

Supervisor Midterm evaluation
Supervisor Final evaluation
Student Self-Appraisal form
Midterm reminder letter to intern
Midterm check to intern supervisors
**Grading Policy:**
The final grade will be based upon your full participation in the internship. Specifically, the final grade will be based upon your mid-term and final evaluations, the number of hours worked, the final activity log, and all other assignments requested. You must meet ALL deadlines to receive a passing grade. The final grade is determined by the instructor of record (i.e., the professor of the class) and not the internship supervisor (i.e., the person for whom the student is conducting the internship).

**Attendance Policy:**
Work the minimum required hours (150 hours for 3 hours credit).

**ACADEMIC INTEGRITY (4.1):** Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**DEFINITION OF ACADEMIC DISHONESTY:**
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit.

Please read the complete policy at [http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.pdf](http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.pdf)

**ACCEPTABLE STUDENT BEHAVIOR:**
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy 10.4). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties.

This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.
STUDENTS WITH DISABILITIES (6.1):

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

MENTAL HEALTH:

SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services
www.sfasu.edu/counselingservices
Health and Wellness Hub (corner of East College and Raguet)
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room 202
936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
National Suicide Crisis Prevention: 9-8-8
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741