

ADV 4940 - Advertising Internship (Spring 2019)

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Office Hours: Mon. & Thurs. 10:00 am – 12:00 pm (or by appt)

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Overview

Catalog description: *Students will complete an internship in advertising or related field with supervised on-the-job training. 65 hours of work is required for each credit. Weekly progress reports, a summary report, and a supervisor's evaluation are required. (S-U)*

Prerequisites

Prereq: ADV major; 2.50 minimum professional GPA; minimum grades of C in ADV 3008 and MAR 3023; one completed advertising-related course as needed; and department permission.

Resources

Textbook

There is no required textbook for this course.

Canvas

Weekly access required: <http://elearning.ufl.edu/>

Course Goals

An internship is an important part of career preparation. Learning outcomes for this course include:

- identify a career path in advertising or strategic communication
- log field experience in advertising or strategic communication
- reflect on your professional interests, strengths and weaknesses relative to your internship experience and expected career path
- build your resume

Course Policies

ADV 4940 credit counts toward the department's professional-electives requirement and allows sponsoring organizations to comply with federal work policies.

Students may enroll in ADV 4940, ***Advertising Internship, for one credit hour, two credit hours, or three credit hours with 65 hours of service required for each credit hour. One credit hour requires 65 hours of work. Two credit hours require 130 hours of work. Three credit hours require 195 hours of work.*** Students must serve on their internships for a minimum of six consecutive weeks working a minimum of three days within each week. Students must plan their weeks around holidays (e.g., Labor Day, Thanksgiving, Spring Break, July 4th, etc.). Internships requiring students to work more than 40 hours a week will not be approved.

To secure and complete an internship, here are the steps you should follow:

1. *Determine if you are qualified to enroll.* Prior approval of the advertising internship coordinator is required before starting the internship. Credit will not be awarded for work that a student completes prior to approval of the internship. To be approved, a student must be a junior or senior and majoring in Advertising who has earned a 2.50 or higher overall GPA, earned a 2.50 or higher professional GPA, and completed specialized coursework in advertising appropriate to the internship. At a minimum, the specialized courses include MAR 3023, ADV 3008, and at least one other course relevant to the internship.
2. *Find a potential internship sponsor.*
 - Review the entire internship packet and carefully consider your personal objectives. To identify good matches for your interests, monitor various sources of information on internships within the College, including email announcements, bulletin boards in Weimer Hall, and MyCJC for students (including <http://my.jou.ufl.edu/students/category/internships/> and @mycjc on Twitter).
 - Students may not receive internship credit working for themselves or another student, a sponsor with whom the student is currently employed (unless the internship duties are completely different from normal duties and in addition to normal work hours), student-run organizations, family, a faculty member, or the same internship sponsor for repeated credit across semesters (unless there is a complete change in the internship duties to be performed).
3. Contact the sponsors and arrange an interview as soon as possible. Internships are competitive! Be prepared to present yourself in a convincing manner. Present your resume and, if appropriate, a portfolio of your work. You may want to take a copy of these internship requirements to answer questions your sponsor may have (see "Requirements for Sponsoring Organization"). Also, take a copy of the "Letter of Acceptance" and have your sponsor complete it if you are selected.

4. Complete the **Advertising Internship Application**, including the letter of acknowledgement certifying that you have read and understood all internship requirements. Deliver the completed form to the Department of Advertising for approval. A completed application includes: (1) **Advertising Internship Application, including your signature**; (2) **Letter of Acknowledgement, including your signature**; (3) **Letter of Acceptance including your supervisor's signature**. A PDF of the letter of acceptance is acceptable provided it includes a signature, and we receive an original.
5. Once your application is approved, the Department of Advertising will notify you of the terms of your internship via email. You must respond, as directed, to that email before you can be added to the course. To avoid a late registration fee, students must be enrolled for an internship before the end of regular registration for the appropriate semester. Typically, this deadline is 5:00 p.m. of the Friday prior to drop/add. The Department of Advertising will not request waiver of late fees on behalf of students who have not submitted their application with sufficient time for approval of the internship and departmental registration of the student.
6. Reminders about credit hours:
 - Students must work 65 hours for each credit hour enrolled (1 credit hour for 65 hours worked; 2 credit hours for 130 hours worked; and 3 credit hours for 195 hours worked).
 - Students must work a minimum of six weeks.
 - Students must work a minimum of three days per week. While a student may count the work hours from working only one day during a week, the one day will not count as a week.
 - Students must work at least six consecutive weeks on their internship. A six-week internship requires that a student work each of the six weeks consecutively.
 - Students may not work more than 40 hours a week.
 - Students must work at their internship organization's office under direct supervision. Internships in which students are assigned territories or allowed to work off-site (e.g., working from the student's home or apartment with off-site supervision) will not be approved.
 - Credit cannot be increased or decreased after the internship begins.
 - No credit will be awarded for work students complete prior to internship approval.
7. During your internship, you must submit a **weekly report** to account for your internship activities. Each week begins on Monday and ends on the following Sunday. Reports are due on the next Monday by 11:59 p.m. Submit your weekly reports under the "Assignments" section in Canvas. A report template is available in the "Files" section on Canvas. Students must be responsible for fully completing required information on weekly reports. Students are also responsible for keeping

copies of their reports. Students must complete required hours every week. If required hours for a reporting week are not met, hours must be made up during future weeks.

8. Weekly reports will be reviewed on Canvas within one week, and a “grade” indicating the number of hours worked out of 40 maximum will be recorded. ***For example, if a student works 10 hours, a “10/40” will be entered on Canvas. These “grades” will be used to calculate total hours at the end of the term and do not represent grade percentages.*** Students will receive an “Unsatisfactory” evaluation when the weekly report is not professional (e.g., sloppy, written with poor or incorrect grammar, containing misspelled words) or not complete (e.g., descriptions of daily activities are vague, not specific or too brief).

9. At the end of your internship, you are responsible for the submission of two final reports: (1) your **personal summary report** and (2) your **supervisor’s evaluation** of your performance. Your summary report should be a 1-2 page evaluation of the internship commenting on its value to you and its potential value to future interns. An example final report is available in the “Files” section of Canvas. Your supervisor will be emailed a link to an evaluation form near the end of the term. Please be sure that we have your supervisor’s correct email address on file. These two reports must be submitted no later than 5:00 p.m. on the last day of final examination week. For summer semesters this is the last day of the term.

Grading

Final grades for ADV 4940 are SATISFACTORY, UNSATISFACTORY, or INCOMPLETE.

An “Incomplete” grade will be assigned when a student is unable to complete the internship due to circumstances beyond the student’s control.

An “Unsatisfactory” grade will be assigned when a student fails to meet the course requirements, including:

- Failure to complete the minimum number of required weekly reports in a satisfactory manner.
- More than four late weekly reports.
- The student’s supervisor assigns an “unsatisfactory” evaluation to the student’s performance.

Attendance Policy

Requirements for attendance at scheduled times, make-up work, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide

documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

Counseling and Wellness Center

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx> 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.