

ADV 4941 - Advanced Advertising Internship Spring 2019

Instructor: Dan Windels

Email: dwindels@ufl.edu

Office: Weimer Hall 1013 (Next to The Agency)

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

Phone: 352-273-3066

Overview

Catalog description: *Students participate in a structured internship program that is approved by the department as an immersion experience related to the field of advertising. Requires 65 hours of work for each credit hour and submission of electronic portfolio including a culminating project from the internship. (A-E)*

Prerequisites

Prereq: 4JM ADV; 2.50 minimum professional GPA; minimum grades of C in ADV 3008, MAR 3023 and ENC 3254; 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
- complete structured professional development program in advertising or strategic communication
- reflect on your professional interests, strengths and weaknesses relative to your internship experience and expected career path
- demonstrate career preparedness with electronic portfolio of professional work

Course Policies

ADV 4941 meets the Immersion Experience requirement for students in the Strategic Messaging Track, and allows sponsoring organizations to comply with federal work policies.

Students may enroll in ADV 4941, Advanced Advertising Internship, for one credit hour, two credit hours, or three credit hours with 65 hours of service required for each credit hour. **(But please note that the Strategic Messaging track for the B.S. in Advertising requires three credits of immersion experience.)** 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 advanced 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 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 or strategic communication appropriate to the internship.
2. *Identify an approved internship program.* Examples include:
 - Agencies with established internship programs that include a systematic application process and clearly structured professional development program (e.g., BBDO, Zimmerman, Leo Burnett, Mullen, Ogilvy & Mather, 22 Squared, etc.).
 - AEF's MADE Internship Program <http://aef.com/building-talent/made-internship-program/>
 - 4 A's Multicultural Advertising Internship Program (MAIP) <http://maip.aaaa.org>
 - Find your own opportunity and propose it to the department! Past students have identified and landed strategic communication internships that would meet the criteria for ADV 4941 at organizations like Google, Exactech, Macy's, Frankel Media Group, Disney, Norwegian Cruise Line, Stephen C. O'Connell Center, St. John & Partners, and other local, national, or international organizations. 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. **Plan and apply early.** Most of the internships that qualify as Immersion Experiences entail competitive application processes that open and close months in advance of the start of the internships. For example, MAIP applications are normally due in October for internships the following summer.
4. Be prepared to present a copy of these internship requirements to answer questions your sponsor may have (see “Requirements for Sponsoring Organization”). Also, have a copy of the “Letter of Acceptance” ready for your sponsor to 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.

Supervision

The instructor may periodically conduct on-site visits and/or telephone contact with site supervisors. Since academic credit is awarded for internship experience, the course instructor will review weekly student reports, the final personal summary report, and the supervisor evaluation. The course instructor also will work with the student to set expectations for the portfolio component and grade the student's portfolio submission based on those expectations.

Weekly Reports and Hours

Students must submit weekly reports to account for 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. Weekly reports will be submitted 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.

Electronic Portfolio

Prior to the start of the internship or within the first three weeks of the term, the student and the intern coordinator will review the student's portfolio on Canvas (portfolios are started in ENC 3254) and develop goals and clear expectations for what the student will add to the portfolio as a result of the internship. This portfolio entry must be submitted by 5:00 p.m. on the Friday before finals week.

Personal Summary Report

The summary report should be a 1-2 page evaluation of the internship commenting on its value and its potential value to future interns. An example final report is available in the "Files" section of Canvas. This report 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.

Supervisor Evaluation

Supervisors will be emailed a link to the evaluation form near the end of the term. Please be sure that to have your supervisor's correct email address on file. This evaluation 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 Weight

Weekly reports	25%
Portfolio entry	25%
Personal summary report	25%
Supervisor Evaluation	25%

Final grade requirements

A = 90-100
B = 80-89.9
C = 70-79.9
D = 60-69.9
F = 59.9 and below

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.