

ADV 4940 - Advertising Internship (Fall 2019)

Instructor: Dan Windels

Email: dwindels@ufl.edu

Office: Weimer Hall 1013 (next to The Agency)

Office Hours: Mon. 1:00-2:30 pm, Thurs. 9:00-10:30 am

Phone: 352-273-3066

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.

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

Student Responsibilities

If you are registered for ADV 4940, then you've completed all the necessary paperwork and have all the approval signatures taken care of -- whew, glad that part's done.

Now the important part, which is getting the awesome experience! Since you are doing the internship for credit, it's really important that you document the experience week by week and get your final report and evaluation in on time. That's what this page is for.

Submit 16 weekly reports, including an accounting of your hours, via the 'Assignments' tab. These reports are due on the Monday following the week on which you are reporting.

- **Weekly Report Content** - There is *template* on the assignment page that illustrates what to include in your weekly reports. Try to include information about what you did AND what you learned. For example, what did you learn from working on a specific project or participating in a meeting? What challenges can come up? What steps can be taken to help make it successful?
- **Weekly Report Tracking Hours** - The bottom of each *Weekly Report* contains a chart for entering and tracking your hours this semester. Please note that your "grade" for each weekly report assignment is simply the number of hours you reported working that week. So if you worked 10 hours out of 40 maximum in a week, you'll see 10 "points" for that week's assignment (assuming you've completed your weekly report). That doesn't mean you get 25% (10/40) as a grade. It just means you worked 10 hours. We are using the grade book to track your total hours and not for calculating percentages or letter grades.
- **Submit ALL 16 Weekly Reports** - You are responsible for submitting all sixteen *Weekly Reports* on time. More than (4) late weekly reports will result in an unsatisfactory grade for the class. If you did not work during a given week, please let us know by writing one of the following (3) messages under the Monday entry for that week's submission.
 1. INTERNSHIP WILL BEGIN ON (fill in the date).
 2. OFF WEEK - DID NOT WORK ANY HOURS
 3. INTERNSHIP FINISHED ON (fill in the date).

Make sure you submit your last two assignments. These are the *Final Summary of Your Internship Experience* and the *Supervisor Evaluation*. For Fall 2019, these two reports must be received in the Department of Advertising no later than 5:00 p.m. on December 12th, 2019.

- **Final Summary of Your Internship Experience** - This should be 2 page evaluation of your internship commenting on its value to you and its potential value to future interns. An example report is presented in the "files"
- **Supervisor Evaluation** - Your supervisor should complete the confidential *Supervisor Evaluation* survey that will be emailed via a link near the end of the semester. Please be sure that we have your supervisor's correct email address on file. Some supervisors choose to share the contents of the evaluation

with the intern, which is permissible. Be sure to remind your supervisor to submit the evaluation by the deadline of 5:00 pm on December 12th, 2019.

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 required weekly reports in a satisfactory manner
- More than (4) late weekly reports.
- Failure to complete the *Final Summary of Your Internship Experience* assignment
- The student’s supervisor assigns an “unsatisfactory” evaluation to the student’s performance.

Course Policies & Procedures

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. Please note that your "grade" for each weekly report assignment is simply the number of hours you reported working that week. So, if you worked 10 hours out of 40 maximum hours allowed in a week, you'll see 10 "points" for that week's assignment (assuming you've completed your weekly report). That doesn't mean you get 25% (10/40) as a grade. It just means you worked 10 hours. We are using the grade book to track your total hours and not for calculating percentages or letter grades.
 9. 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 **Final Summary Report** and (2) your **Supervisor's evaluation** of your performance. Your summary report should be a 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.

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.