

**ADV 4941 - Advanced Advertising Internship  
Fall 2019**

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**Office:** 1013 Weimer Hall (next to The Agency)

**Office Hours:** Mon. 1:00-2:30 pm, Thurs. 9:00-10:30 am (or by appointment)

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**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.

**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

## Student Responsibilities

If you are registered for ADV 4941, 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 internship summary 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. 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).

## Electronic Portfolio with Reflective Writing Assignment

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.

## Final Summary of Your Internship Experience

Your final summary should be a 2-3 page evaluation of the internship commenting on its value and its potential value to future interns. An example final summary is available in the

“Files” section of Canvas. This summary 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**

Students will receive a letter grade for ADV4941. Grades will be calculated based on the following measures.

Weekly reports	25%
E-portfolio with Reflective Writing Assignment	25%
Final Summary on your Internship Experience	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

### **Course Policies & Procedures (from application packet)**

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 ENC 3254, MAR 3023, ADV 3008, and at least one other course relevant to the internship.

## 2. Find a qualified 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 the [Advertising Internships](#) posted through the [CJC Career Services Database](#).

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 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 sponsors, arrange an interview, secure *Letter of Acceptance* if chosen

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 any questions your sponsor may have (see “Requirements for Sponsoring Organization”).

If selected, be prepared to ask your internship supervisor to provide a signed “Letter of Acceptance” on company letterhead. This letter should detail the scope of your internship and provide a brief summary of anticipated advertising related duties.

## 4. Complete the *Advertising Internship Application* packet

The [Advertising Internship Application](#) packet includes *Documents 1-4* (below) that must be completed, signed, and turned as part of your application. It is your responsibility to secure a signed *Letter of Acceptance* on company letterhead from your supervisor.

A completed application packet includes the following (5) original documents:

1. **Advertising Internship Application page**, must complete all items.
2. **Description of Internship Job Duties page**, including your signature.
3. **Letter of Acknowledgement page**, including your signature.
4. **Completed Quiz on Internship Policies & Procedures**, including your signature.
5. **Letter of Acceptance from Your Supervisor**, including your supervisor’s signature.

A PDF of the letter of acceptance from your supervisor is acceptable provided it includes a signature, it’s on company letterhead, and we receive an original.

## **5. Turn original copies of your completed application into the Department of Advertising**

Once your application is approved, the Department of Advertising or your supervising instructor 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.

## **Reminder About Credit and Internship Requirements**

### Students seeking professional-elective credit only

- Students must work 65 hours for each credit hour enrolled. 1 credit hour for 65 hours worked, 2 credit hours for 130 hours worked, 3 credit hours for 195 hours worked
- 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 a minimum of 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.
- Course credit cannot be increased or decreased after the internship begins.
- No credit will be awarded for work students complete prior to internship approval.

### Students seeking immersion credit for the Persuasive Messaging track

- Students MUST enroll for (3) credits hours and 195 hours worked.
- Students enrolling for fall or spring semester MUST work (20) hours per week for a minimum of (8) consecutive weeks. Speak to Department of Advertising for summer minimum hour requirements.
- 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 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.
- Course credit cannot be increased or decreased after the internship begins.
- No credit will be awarded for work students complete prior to internship approval.

### **Course Requirements & Grading**

- **Weekly report submissions**

During your internship, you must submit a weekly report to account for your internship activities. ***Weekly reports must be submitted for every week you work, regardless of whether you've completed your required hours.***

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.

- **Grading weekly reports**

Weekly reports will be reviewed on Canvas within one week. A “grade” indicating the number of hours worked out of 40 maximum hours allowed 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” grade 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)

- **E-portfolio with Reflective Writing Assignment**

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 (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.

- **Final personal summary report submission**

At the end of your internship you are responsible for the submission of your final personal summary report. This should be a 2-3 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.

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.

- **Final evaluation of your performance by your supervisor**

You are also responsible for insuring that your supervisor completes and submits a final evaluation on your performance for the semester

*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.*

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.

- **Final grading for the semester**

Students will receive a letter grade for ADV4941. Grades will be calculated based on the following measures.

Weekly reports	25%
E-portfolio with Reflective Writing Assignment	25%
Final Summary on your Internship Experience	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.