

**ADV4940 – Advertising Internship  
Summer A (Section #0135)- 2020 Syllabus**

**Instructor: Dan Windels**

- **Email:** [dwindels@ufl.edu](mailto:dwindels@ufl.edu)
- **Office:** Weimer 1013 (between CJC reception and The Agency)
- **Office Hours:** Available for Zoom or phone meetings (send email to schedule an appointment)
- **Phone:** 352-273-3066

**Class Meeting Times & Location**

- (1) In-person or Zoom meeting with instructor during the first two weeks of the semester
- Additional in-person or Zoom meetings available at student's request
- Online weekly assignments and check-ins (Canvas)

**COVID-19 UPDATE:** Given the evolving COVID-19 situation we are encouraging remote internship work. If your internship is not scheduled for remote work, you must provide appropriate workplace precautions that are being taken by your internship sponsor. Our top priority this summer is your safety. We will work with you and your sponsor to design an internship experience that is both rewarding and one that is safe. Please reach out to me if you have any question or need additional help as we navigate this process.

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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: 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
- 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

### General Information

An internship is an important part of career preparation. Your internship should be used to help you identify a career path in advertising, to gain experience and expertise in what you already like to do, to determine the skill level you need to develop to be successful after graduation, and to build your resume with this advertising experience.

Although an internship is not required for graduation, the Department of Advertising strongly urges students to obtain work experience through at least one or, if possible, two internships. Internship credit for ADV4940 counts toward the department's professional-electives requirement and allows sponsoring organizations to comply with federal work policies.

### Credit & Internship Hours

Students may enroll in ADV 4940 for 1-3 credit hours. Credits are earned by working a set number of documented hours at your internship. See table below for a list of credits and their corresponding hours.

| Credits | Hours |
|---------|-------|
| 1       | 65    |
| 2       | 130   |
| 3       | 195   |

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.

### Course Requirements

- **Weekly report submissions**

During your internship, you must submit a weekly report to account for your internship activities.

**NOTE: Weekly reports must be turned in EVERY WEEK AND ON TIME whether you worked that week or not. If more than (3) weekly reports are submitted late, an unsatisfactory grade will be given for the semester.**

Each week begins on Monday and ends on the following Sunday. Reports are due on the next Monday by 11:59 p.m. **If more than (3) weekly reports are submitted late, an unsatisfactory grade will be given for the semester.**

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.

- **If you do NOT work during a given week**, submit a "text entry" for your Weekly Report (assignment) on Canvas for that week. Please write one of the following (3) messages for your "text entry." This helps us keep track of your internship status throughout the semester.
  1. Internship will begin on (fill in the date).
  2. Off Week - Did not work any hours
  3. Internship completed on (fill in the date).

- **Grading weekly reports**

Weekly reports will be reviewed on Canvas within one week. Reports will be graded for content based on a rubric posted on Canvas. Each weekly report is worth 20 points.

Students will receive grade deductions on their weekly report if it 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).

Students will receive a full letter grade deduction for the semester if more than (3) weekly reports are submitted late.

- **Tracking hours through weekly reports**

Weekly reports will also be used to track the amount hours worked each week during the semester. 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.*

- **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 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.

This report must be submitted no later than 5:00 p.m. on the Wednesday of final examination week. For summer semesters this is typically the last Wednesday of the term.

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

You are also responsible for ensuring 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 Wednesday of final examination week. For summer semesters this is typically the last Wednesday of the term.

## **Grading**

- **Final grading for the semester**

All final grades 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:

- a. Failure to complete the weekly reports in a satisfactory manner.
- b. More than (3) late weekly reports.
- c. The student’s supervisor assigns an “unsatisfactory” evaluation to the student’s performance.

## **Instructor Contact Information**

If you have questions about ADV4940 - Advertising Internship, the Policies & Procedures, or the Internship Application please contact Dan Windels, [dwindels@ufl.edu](mailto:dwindels@ufl.edu), (352) 273-3066, 1013 Weimer Hall.

## ADV4940 Application Information

### Application Due Dates

All 2019-2020 internship applications are due by 12:00 pm on the last day of drop/add. Please make every effort to turn in your application BEFORE this deadline to ensure registration

- Fall August 23, 2019
- Spring January 10, 2020
- Summer A & C May 12, 2020
- Summer B June 30, 2020

*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.*

### Internship Enrollment Information

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 include following information:

- Company letterhead and date of letter
- Your name and acceptance as an intern
- The approximate start and end date of your internship
- The approximate number of hours you will work per week
- A brief summary of your anticipated advertising related duties as an intern
- Signature and contact information of your supervisor

**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 advertising internship instructor by the due date (Dan Windels, 1013 Weimer Hall)**

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.

*REMINDER: 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 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.