

**ADV4941 – Advanced Advertising Internship
Summer C (Section #8D05) – 2020 Syllabus**

Instructor: Dan Windels

- **Email:** 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
- (1) In-person or Zoom meeting with instructor to review direction for E-Portfolio project
- 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.

dwindels@ufl.edu

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

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. Internships allows sponsoring organizations to comply with federal work policies.

Internship credits for ADV4941 can count toward the department's professional-electives requirement or it may satisfy the immersion experience requirement of the Persuasive Messaging Track for the B.S. in Advertising. Students are encouraged to speak with their advisor in the PATH office when making this determination.

Credit & Internship Hours

Students may enroll in ADV 4941 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.

NOTE: All students wishing to enroll in ADV4941 to fulfill the immersion experience requirement for the Persuasive Messaging track MUST enroll for (3) credits AND work (20) hours per week for a minimum of (8) consecutive weeks (speak to the internship instructor for summer minimum hour requirements).

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, a grade reduction will be taken for this portion of the course.

Each week begins on Monday and ends on the following Sunday. Reports are due on the next Monday by 11:59 p.m. A grade reduction for the weekly report component of this class will be taken if more than (3) weekly reports are submitted late.

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.”

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.*

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

Prior to the start of the internship or within the first four 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 11:59 p.m. on the Wednesday 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 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.

Course Grading

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

Weekly Reports & Total Hours (MUST SUBMIT EVERY WEEK)	40%
E-portfolio with Reflective Writing Assignment	25%
Final Summary on your Internship Experience	10%
Supervisor Evaluation	25%

- **Weekly Report Grading** – Weekly reports are worth 20 point each. The grading rubric for weekly reports is attached to each assignment on Canvas.
 - **NOTE** - If more than (3) weekly reports are submitted late, a grade reduction for the weekly report component of this class will be taken.
- **Supervisor Evaluation Grading** - Your supervisor will evaluate your performance at the end of the semester and “grade” you on the following scale. This grade will be entered into Canvas and account for 25% of your total grade in ADV4941.
 - Excellent – “A” level work, or 95%
 - Good – “B” level work, or 85%
 - Fair – “C” level work, or 75%
 - Poor – “D” levelwork, or 65%
 - Unacceptable – Failing level work

Instructor Contact Information

If you have questions about ADV4941 – Advanced Advertising Internship, the Policies & Procedures, or the Internship Application please contact Dan Windels, dwindels@ufl.edu, (352) 273-3066, 1013 Weimer Hall.

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

For 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 the advertising internship instructor 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.

For 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.