

**ADV4941 – Advanced Advertising Internship  
Spring 2021 Syllabus**

**Instructor: Dan Windels**

- **Email:** [dwindels@ufl.edu](mailto:dwindels@ufl.edu)
- **Office:** Weimer 1013 (between CJC reception and The Agency)
- **Office Hours:** Mon. 10-11 am, Thurs. 1-2 pm (or by appointment)
- **Office Hours Zoom link:** <https://ufl.zoom.us/j/8211738258>

**UF Class & Section Numbers:**

- **UF Campus:** Class# 23018, Section# 04B2
- **UF Online:** Class #23021, Section# UFO2

**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)

**Course Communication:**

Please email me using the subject line "ADV4941" with any questions about assignments, class content, or if you just want to talk about your internship. I spent years working in advertising agencies across the country, including time working as an intern myself. I'd be happy to discuss any advertising related questions you may have. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 36 hours of you sending it.

**COVID-19 Impact on Internship Work Location:**

Given the evolving COVID-19 situation, we are encouraging remote internship work. If your internship is scheduled for in-person work, you must provide a list of appropriate workplace precautions that are being taken by your internship sponsor to help ensure a safe work environment. Our top priority 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](mailto:dwindels@ufl.edu)

**ADV4941 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)*

An internship is an important part of career preparation. Your internship should be used to help you identify a career path in advertising, and to help you determine what skills you'll need to develop to be successful after graduation. A successful internship experience enables you to gain professional work experience that can be leveraged in future job interview situations, and to build your resume, LinkedIn profile, and e-portfolio.

## Course Objectives

An internship is an important part of career preparation. Learning outcomes for this course include:

- Identify a potential career path in advertising or strategic communication
- Complete a structured professional development program in advertising or strategic communication
- Assess the current and potential value of professional internship experiences
- Evaluate your professional interests, strengths, and weaknesses relative to your professional internship experience and anticipated career path
- Demonstrate career preparedness by developing an electronic portfolio of professional work

## Textbook

There is no required textbook for this course.

## Canvas:

All course communication, announcements, assignments, and grades will be posted on Canvas. Please confirm that you have a valid and correct email address connected to your Canvas account. It is your responsibility to check Canvas regularly <https://elearning.ufl.edu>.

- UF Help Desk, available 24-7 - <http://helpdesk.ufl.edu>

## 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).*

## My Role:

My role as instructor is to identify critical issues related to the course and to help maximize the value of your professional internship experiences. Feedback is essential for you to have confidence that you are completing all material and for me to determine that you are meeting all course requirements. At all times it is expected that you will welcome and respond professionally to assessment feedback.

## 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.

- **NOTE: 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 intership summary report**

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.

#### **COVID-19:**

In response to COVID-19, the following policies and requirements from the University of Florida are in place to maintain your learning environment and to enhance the safety of in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings on campus. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- If you are experiencing COVID-19 symptoms, click here for [CDC guidance](#) on symptoms of coronavirus. Please use the UF Health screening system and follow the instructions on whether you are able to attend class. Click here for [UF Health guidance](#) on what to do if you have been exposed to or are experiencing Covid-19 symptoms.
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Click here for more information on [UF attendance policies](#).

#### **Zoom Video/Web Conferencing:**

Our individual Zoom meetings may be audio visually recorded

- Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded.
- If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image.
- Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded.
- If you are not willing to consent to have your voice recorded, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.
- As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

#### **Grading & Make Up Policy:**

We will follow UF Attendance Policies as it pertains to attending class, assigned work, quizzes, and exams. Unless you notify me in advance and have a documented reason for why you cannot complete an assigned element of this class in a timely manner it will not be accepted.

Homework that is not submitted by the posted due date and time will incur a 10% grade reduction for each 24-hour period that it is late, up to five days. After five days, no late homework will be accepted.

Missing a quiz, activity, or exam without permission results in a zero. Under circumstances where the student misses a quiz, activity or exam due to unanticipated reasons, students will have 2 business days (i.e., 48 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the reason for the absence is required (doctor's note, accident report).

You can access the UF Attendance Policy at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### UF Plagiarism Policy

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

For UF's Plagiarism Policy visit <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

Course Grading

### 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 <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

### 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. The following grade scale will be used for supervisor evaluations.
  - Excellent – "A" level work, or 95%
  - Good – "B" level work, or 85%
  - Fair – "C" level work, or 75%
  - Poor – "D" level work, or 65%
  - Unacceptable – Failing level work

Note: Your grade may be adjusted by the instructor based on specific input included in your evaluation.

## U Matter, We Care

[U Matter, We Care](#) serves as the umbrella program for the caring culture at the University of Florida. U Matter, We Care provides students with support and coordination, along with access to a wide variety of appropriate resources. Families, faculty, and students can contact [umatter@ufl.edu](mailto:umatter@ufl.edu) seven days a week for assistance for students in distress.



## 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](mailto:dwindels@ufl.edu), (352) 273-3066, 1013 Weimer Hall.

**Course Schedule:** The course schedule lays out the broad topics that we will be covering this semester. If there is any need to adjust the schedule you will be notified in advance both in class and through Canvas.

Week	Date	Topic	Reading	Assignment
1	1/11 – 1/15	Introduction to ADV4941	Presentation/overview of class (Canvas)	
2	1/18 – 1/22	<b>MONDAY - MLK DAY</b> Weekly Report	What is it Like to Intern at an Ad Agency? What Makes a Great Intern? (YouTube)	Weekly Report #1
3	1/25 – 1/29	Weekly Report Reflective Writing		Weekly Report #2 Assign. #1 – Analysis of Reflective Writing handed out
4	2/1 – 2/5	Weekly Report E-Portfolio	Reflective Writing (YouTube)	Weekly Report #3 <b>Assign. #1 - Analysis of Reflective Writing Due</b> Assign #2 – Review Existing E-Portfolio handed out
5	2/8 – 2/12	Weekly Report	A Short Guide to Reflective Writing	Weekly Report #4
6	2/15 – 2/19	Weekly Report		Weekly Report #5 <b>Assign #2 – Review Existing E-Portfolio due</b> Assign. #3 – E-Portfolio Reflective Writing Topic handed out

7	2/22 – 2/26	Weekly Report		Weekly Report #6 <b>Assign. #3 – E-Portfolio Reflective Writing Topic due</b>
	2/25	<b>NO CLASS - UF RECHARGE DAY</b>		
8	3/1 – 3/5	Weekly Report		Weekly Report #7
9	3/8 – 3/12	Weekly Report		Weekly Report #8 Assign. #4 – E-Portfolio Reflective Writing handed out
10	3/15 – 3/19	Weekly Report		Weekly Report #9
11	3/22 – 3/26	Weekly Report w/ Behavioral Interview Question	Presentation/video on the value of behavioral interview questions	Weekly Report #10
	3/24	<b>NO CLASS - UF RECHARGE DAY</b>		
12	3/29 – 4/2	Weekly Report w/ Behavioral Interview Question		Weekly Report #11 E-Portfolio with Reflective Writing Make sure I have the correct contact information for your supervisor
13	4/5 – 4/9	Weekly Report w/ Behavioral Interview Question		Weekly Report #12 <b>Assign. #4 – E-Portfolio Reflective Writing due</b> Assign. #5 – Final E-Portfolio Reflective Writing handed out Make sure I have the correct contact information for your supervisor
14	4/12 – 4/16	Weekly Report w/ Behavioral Interview Question		Weekly Report #13 Assign. #6 - Summary of Internship Experience handed out Assign. #7 – Supervisor Evaluation sent out to supervisor Make sure I have the correct contact information for your supervisor
15	4/19 = 4/23	Weekly Report w/ Behavioral Interview Question		Weekly Report #14 <b>Assign. #5 – Final E-Portfolio Reflective Writing due</b>
		<b>THURS. – FRI., READING DAYS</b>		
16	4/26 – 4/30	<b>FINAL EXAM WEEK</b> Weekly Report w/ Behavioral Interview Question		Weekly Report #15 Weekly Report #16 (optional) <b>Assign. #6 - Summary of Internship Experience due</b> <b>Assign. #7 – Supervisor Evaluation due</b>