MMC 6949 – Fall 2014
Professional Internship
University of Florida, Online Master of Arts in Mass Communication
3 Credit Hours

Instructor: Jorie Scholnik, M.Ed., Ed.S., NCC
Email: jscholnik@gmail.com
> Response time: I will respond within 24 hours over the week. I will try my best to check email on the weekends too, but plan on any email sent after 5 p.m. on Friday to be returned Monday morning.

Virtual office hours: By appointment on Connect

Course time:
Lecture Hour --- Tuesdays 6:30 – 7:30 p.m.*
*There will be one pre-recorded lecture that goes over the syllabus and course expectations that will be emailed prior to the start of the semester.

Internship Hours --- Approximately 10 hours/week, totaling 120 hours

Course website: http://lss.at.ufl.edu (contains all internship forms)

What you will learn
There are two components of this course. The first component is participating in an internship, which will allow you to complete projects related to your career goals under the supervision of an experienced practitioner in the field. By the end of the internship, you should be aware of trends in the field, the skills necessary to be employable after graduation and the importance of networking. The second component of the course is attending the lecture, where you learn job-search skills specific to the online communications field such as writing resumes and cover letters, interviewing, networking and negotiating a salary. By the end of the course, you should also have a fundamental understanding of using career research tools, proposing ideas to non-technical co-workers and creating e-portfolios to showcase your work. Specifically, the course will connect your internship experience to your job search so you feel confident marketing your skills after graduation.

Expectations

Know the internship policies and procedures, complete internship hours in a professional manner, attend and participate in class lectures, use netiquette when communicating online, submit internship forms, complete assignments on time, give feedback to classmates about their internship experience.

Assignments

You will produce weekly internship reports based on the specific tasks you are working on, the outcomes of these tasks, and any skills you may have learned. At two points in the semester, internship supervisors will complete mid-semester evaluations. In addition, at the end of the semester you will need to submit a final write-up about your internship experience and an internship evaluation form. You will be responsible for telling your supervisor that s/he also needs to submit a write-up and evaluation form at the end of the semester too. In regards to the lecture portion of the course, you are going to submit a proposal for an online communications project to someone without a technical background, an updated resume and cover letter that will strategically showcase your skills, and an updated LinkedIn/social media profile. As a final component of the lecture, you will create an e-portfolio that showcases your work within the department and at your internship site. **Late work will not be accepted.**

Requirements for Lecture

You should be prepared to create/update a site for your final e-portfolio. This can be done through Wordpress, another content manager or by purchasing your own domain name and hosting. There is no cost associated with creating a Wordpress page. There is around a $15 fee for obtaining a domain name through a site like GoDaddy.com. Your e-portfolio will serve as a place for employers to locate your resume and cover letter, your work samples and additional information that will highlight your background.

Readings will be assigned weekly. The posted readings should be read for the week listed on the syllabus and not as homework for the following class. You will be responsible for checking the course website (Sakai) weekly for any additional assigned readings that the instructor may find beneficial for your professional development.

Requirements for the Internship

Students should constantly be referring back to the internship policies and procedures manual located on Sakai. Students need to work the equivalent of 10 hours a week between the start and end dates of the semester. Students should have all gone through the formal application process. There will be weekly internship forms to complete in addition to the supervisor mid-semester evaluations and final evaluations from supervisors and students.

<mark>Important to note about your grade:</mark>

Your final grade will be reduced by 10% (a full letter grade) if a supervisor returns a negative intern evaluation at any point in the semester. The instructor will contact both the supervisor and the student to seek clarification if this occurs. However, it is considered of upmost importance that every student is completing his/her internship hours and being professional while at the site.

You will automatically receive a failing grade in the course if your internship is not legitimate. Examples of this would be if your internship supervisor is a personal friend or if you are double-dipping at a place of employment.

Textbooks

There is not a required textbook for this course. The following books are recommended to enhance your chances of obtaining a job after graduation, but will not be needed for any course assignments. These books include:

1. *Poised for Success: Mastering the Four Qualities That Distinguish Outstanding Professionals* by Jacqueline Whitmore (2011)

2. *How to Win Friends & Influence People in the Digital Age* by Dale Carnegie (2012)

3. *Business Communication: Polishing Your Professional Presence* by Barbara Shwom and Lisa Gueldenzoph Snyder (1st Edition, Pearson)

Course Structure
We only have 60 minutes a week to cover course content! The instructor will begin promptly and cover the weekly topic by lecturing, engaging in discussions, and facilitating break-out activities. If there is time remaining, the instructor may ask for students to share updates about their internship experience.

Grading
Your work will be evaluated according to this distribution:

- Internship weekly reports and evaluation forms: 45%
  - Weekly Reports: 15%
  - Mid-Semester Supervisor Evaluations: 10%
  - Final Evaluations: 20% (10% supervisor, 10% student)
- Class attendance and participation in class discussions: 5%
- Proposal: 10%
- Resume and cover letter: 10% (5% each)
- Social media package: 5%
- Final e-portfolio and Week 13 e-portfolio presentation: 25%
  - Final e-portfolio (with critiques) – 20%
  - Final e-portfolio presentation – 5%

Grading Scale
   S = Satisfactory/Pass (80% or higher)
   U = Unsatisfactory/Fail

Class Participation & Discussion:
A portion of our class time will be spent in discussion. In addition, **you may be called on during class about the topic being discussed**. Completing the readings and paying attention during the online discussions will be crucial in being able to participate fully. This portion of your grade should be the easiest to complete as you should all be interested in the topic and want to engage in discussions on the topics. As there is no way to participate in discussion without attending the online class time, any unexcused absence will cause a 10-point deduction in your overall participation and discussion grade.

> **Make-up policy:** Of course I prefer that you attend class, but I also understand that some students have conflicts with their work schedules. Please email me ahead of time if you plan on missing class. If this is going to be an ongoing issue, please make sure you also get permission from Vonne Smith.

> Assignment - response paper (due before the start of the next class):

> You can break the response paper into two subcategories: lecture/discussion and break-out activities. For the lecture portion, just reflect on the content and write your contributions to the discussion. For the break-out activity, you can briefly write about your results and your experience/what you learned/any reflection on the topic. I don't need anything extremely lengthy. I just want to see that you watched class and that you are thinking about the topics.

> **Recorded lecture:** There is going to be one lecture that is pre-recorded. This lecture is going to cover the syllabus and the course expectations. This lecture should be watched before the second week of class.

Internship weekly reports and evaluation forms
You must complete and submit a written report each week of your internship, starting with the first week. The report is due by 11:59 p.m. on the Sunday of each work week. If you do not work a week during the course of your internship, you must still send in a report stating, "I did not work this week." This will ensure accurate tracking of your weeks and hours. Sending in multiple weekly reports at one time is not acceptable, and can result in a lower grade for the course.

The weekly reports (minimum of 1 paragraph – 4 to 5 sentences; maximum of 2 pages) must describe your activities during the previous week. Basically, the reader should have a clear understanding of the tasks you worked on or completed during the week. Feel free to include any skills you may have learned as well. Both style and tone should be business-like. Reports should be well written and free of grammatical and spelling errors.

Weekly reports should be uploaded to Sakai (assignments tab). Make sure to use the MMC6949 - Internship Weekly Report Form, which will be posted with all the other

internship forms on Sakai. Each report must be numbered (for example, Week 1) and include dates of the work week, the number of hours worked each day, and the total hours worked that week (see MMC6949 - Internship Weekly Report Form).

Rubric for weekly evaluation forms:
- 100: Report is submitted on time, fulfills the length requirement, tone is business-like, weekly tasks are detailed so the instructor gets an accurate understanding of your responsibilities, what you are learning is included
- Point deductions:
  -10 for unprofessional tone/too informal
  -10 for multiple spelling/grammar errors
  -30 late weekly report submission

Mid-semester evaluations from your supervisor are due by the end of week 4 and the end of week 9. The form is located on Sakai. It is the student's responsibility to ensure the form is properly submitted.

Rubric for mid-semester evaluations:
- 100: Received on time, have at least 90% of the categories that apply at the satisfactory or exceeds expectations level
- 80: Report not received on time, have at least 90% of the categories that apply at the satisfactory or exceeds expectations level
- Grade deduction of 10%: Unsatisfactory or no evaluation submitted

During the last week of the internship, you will need to write and submit a 250-500 word (double-spaced, 12-point font) self-evaluation of the internship. The focus should be on its value to you, what you learned, how you will use this experience to your benefit after graduation. Please also comment on anything you liked and/or disliked about your internship experience. You will submit the self-evaluation on Sakai. You will also need to complete a Student Internship Evaluation Form, which is also located on Sakai.

At the end of your internship your supervisor must also submit two documents --- a letter of evaluation of your performance (including confirmation of the total hours worked) and the Intern Evaluation Form (form located on Sakai). This supervisor must be the same supervisor you listed on your application.

See that the supervisor's evaluations are submitted at least one week before the deadline so there is room to contact your supervisor if any questions arise. It will be the student's responsibility to remind the internship supervisor that he or she must write a letter of evaluation on the intern's performance and work as well as complete the Intern Evaluation Form. The letter must be on the organization's letterhead and signed by the supervisor. Because the letter requires a signature, an email will not substitute for this requirement. The letter can be addressed to your instructor.

Important note: Your instructor doesn't anticipate this happening, but the right is reserved to lower your grade by 10% (a full letter grade) if a supervisor returns a

negative intern evaluation. The instructor will contact both the supervisor and the student to seek clarification if this occurs. However, it is considered of upmost importance that every student is completing his/her internship hours and being professional while at the site.

Rubric for end-of-semester supervisor evaluations:
- o 100: Received on time, have at least 90% of the categories that apply at the satisfactory or exceeds expectations level, letter from supervisor is positive
- o 80: Report not received on time, have at least 90% of the categories that apply at the satisfactory or exceeds expectations level, letter from supervisor is positive
- o 50: Only receive one item (form or letter)
- o Grade deduction of 10%: Unsatisfactory or no evaluation submitted

Rubric for end-of-semester student evaluations:
- o 100: Received on time, submitted form and final write-up, final write-up is comprehensive
- o 90: Receive letter on time, final write-up is comprehensive, no form submitted
- o 80: Final write-up is comprehensive, form is submitted, but are late (within 48 hours of due date)
- o 70: Everything is submitted, but final write-up is not comprehensive
- o 50: Only form submitted on time, no letter
- o 0: Nothing submitted

Proposal
Each student will write a proposal to a higher-up in an organization who does not have a technical background.

Web design students: The proposal will be to implement something web design related, suggest a web design improvement, advocate for increased web design funds, etc.
Social media students: The proposal will be to implement a social media guidebook, to create a hashtag campaign, to start a Facebook/Twitter contest, to join a new platform, etc.

The proposal will follow the format covered in class and be one-three typed pages. The document will contain subheads, be single-spaced, and contain one line between paragraphs. The best proposals will focus on details of the idea/project/etc being proposed, the research to prove that this proposal is necessary and the benefit to the company. Proposals should emphasize these items while being reader-friendly to someone without a technical background.

Rubric for proposal: Posted on Sakai.

Resume and Cover Letter
Each student will develop a resume and cover letter targeted to a desired position after graduation. Conduct some research on a company that offers positions in your field of interest. You will want to know about the typical job responsibilities and skills needed to be successful in this type of position. You will write the resume and cover letter in present tense and include the specific elements mentioned in class that will strategically place you above the competition. Spelling and grammar will be counted for this assignment.

For those of you in Gainesville, the Career Resource Center located in the Reitz Union is a great resource if you would like your resume and cover letter critiqued before you submit it. They do offer virtual services as well if you work or are based out of town.

Rubric for resume and cover letter: Posted on Sakai.

Social media package
Each student will create or update a LinkedIn profile aimed at networking with people in his/her field of interest. The profile will also serve as an additional resource for employers who want to search online for a job candidate. Each student will also turn in ten sample professional tweets and locate fifteen new people to follow in the industry.

Rubric for social media package: Posted on Sakai.

Final e-portfolio and Week 12 e-portfolio presentation
Each student will create an e-portfolio website that contains the following items:
-updated resume
-an "about me" section with a professional biography
-a two-minute elevator speech (this will be a recorded video)
-work samples from going through the program
-work samples from the internship and/or previous work experience
-a "contact" section
-a professional Twitter feed OR a way to show employers you are staying current in the field (in the past, some students chose to include a couple blog posts)

Over the course of the semester, students will need to get their portfolios critiqued by two professionals in the industry. A form for the critique will be posted on Sakai. Please allow enough time for the critiques so you can make the proper edits before the final e-portfolio is due. Your internship supervisor will not count for a critique, but you may use someone else at the company.

During the last week of the semester, students will turn on their webcams and microphones to talk about their e-portfolio site. The students who are listening will provide feedback about the site, both in terms of what is done well and things that the student may want to consider/add.

You will submit a link to your e-portfolio and the two critique forms to Sakai.

Rubric for final e-portfolio: Posted on Sakai.

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 quizzes or 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.

Netiquette: Communication Courtesy:
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.
http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf

Getting Help:
For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:
- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- https://lss.at.ufl.edu/help.shtml

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at http://www.distance.ufl.edu/getting-help for:
- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluations:
Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu. Evaluations are typically

open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/."

Schedule

PRE-RECORDED – WATCH BY WEEK 2

- Explanation of course requirements and assignments
- Introductions

TO DO: Weekly internship report,

WEEK ONE – 8/26

- Communicating with non-technical bosses and co-workers

READ:
- o http://www.techrepublic.com/article/seven-tips-for-talking-with-nontechnical-people/
- o http://chris.pirillo.com/how-to-explain-tech-to-non-technical-people/
- o http://www.ittechnewsdaily.com/7-tips-speaking-rest-company.html
- o http://www.todaysengineer.org/2013/Dec/talking-tech.asp

TO DO: Weekly internship report, send link to current e-portfolio site (if applicable)

WEEK TWO – 9/2

- Writing memos and proposals for web design needs

READ:
- o Look inside Chapter 4: http://www.amazon.com/Business-Writers-Companion-Charles-Brusaw/dp/0312631324/ref=sr_1_1?ie=UTF8&qid=1396456770&sr=8-1&keywords=business+writers+companion

TO DO: Weekly internship report

WEEK THREE – 9/9

- Career research tools and techniques

READ:
- o http://www.forbes.com/sites/francesbridges/2012/03/14/why-informational-interviews-are-more-important-than-cover-letters/

Explore:
- o Occupational Outlook Handbook: http://www.bls.gov/ooh/
- o O*Net Online: http://www.onetonline.org/
- o MyPlan (You can create a free account using your gatorlink username/password): http://ufl.myplan.com/
- o America's Career InfoNet: http://www.careerinfonet.org/
- o http://www.crunchboard.com/jobs/

TO DO: Weekly internship report

WEEK FOUR – 9/16

- Networking

READ:
- o http://www.forbes.com/sites/samanthaettus/2012/08/07/25-ways-to-win-at-networking/
- o http://www.businessinsider.com/the-5-most-common-networking-mistakes-2014-1
- o http://www.businessinsider.com/tips-for-working-a-conference-from-a-networking-pro-2014-3

TO DO: weekly internship report, mid-semester evaluation

WEEK FIVE – 9/23

- Resumes and cover letters for Web design careers

READ:
- o http://www.huffingtonpost.com/her-campus/how-to-tailor-your-cover_b_5034837.html
- o http://www.businessinsider.com.au/12-ways-to-make-your-resume-stand-out-2014-4
- o http://www.forbes.com/sites/dailymuse/2014/02/06/the-cover-letters-that-make-hiring-managers-smile-then-call-you/

- o http://www.forbes.com/sites/dailymuse/2013/12/05/the-5-biggest-resume-debates-among-recruiters-finally-answered/
- o http://www.forbes.com/pictures/ejjl45fgkf/candidates-cover-letter-contained-lol-2/

TO DO: proposal, Weekly internship report

WEEK SIX – 9/30

- LinkedIn profiles and using Twitter strategically for your career

READ:
- o http://money.usnews.com/money/blogs/outside-voices-careers/2013/12/12/how-to-strategically-use-buzzwords-on-linkedin
- o http://www.forbes.com/pictures/fgdi45ihfk/make-linkedin-help-you-find-a-job/
- o http://www.cnn.com/2014/02/27/tech/web/linked-in-cleveland-job-bank/
- o http://www.forbes.com/sites/susanadams/2012/11/30/4-ways-to-use-twitter-to-find-a-job/
- o http://mashable.com/2014/03/31/5-tips-for-interacting-with-people-you-admire-on-twitter/
- o http://mashable.com/2013/10/23/write-twitter-bio/

TO DO: weekly internship report

WEEK SEVEN – 10/7

- E-portfolios

READ:
- o http://mashable.com/2014/03/30/internship-online-profiles/
- o http://mashable.com/2011/08/21/design-portfolio-hiring/#gallery/11-portfolio-tips-for-aspiring-designers/50bdebc8b589e4605d0007a7
- o http://www.prnewsonline.com/featured/2012/05/08/bio-hazards-9-mistakes-to-avoid-when-writing-a-professional-bio/

TO DO: Resume and cover letter, weekly internship report
WEEK EIGHT – 10/14

- Interviewing – types of interviews, question types, common interview questions

READ:

- Illegal interview questions:
  http://usatoday30.usatoday.com/careers/resources/interviewillegal.htm
- http://www.prepary.com/category/job-interview/
- http://blog.brazencareerist.com/?s=interview

TO DO: weekly internship report

WEEK NINE – 10/21

- Interviewing continued – interviewing specifically for Web design jobs

READ:
- Questions to ask wiring a webmaster:
  http://www.entrepreneur.com/article/225573
- 10 questions you must ask when hiring a social media consultant:
  http://www.entrepreneur.com/article/225335
- http://moz.com/blog/interviewing-web-developers-20-good-questions-to-ask

TO DO: social media package, weekly internship report, mid-semester evaluation

WEEK TEN – 10/28

- Salary negotiation and promotions

READ:
- http://www.forbes.com/sites/lisaquast/2014/03/31/job-seekers-8-tips-to-negotiate-your-starting-salary/
- http://www.forbes.com/sites/jeromeyoung/2011/05/11/5-salary-negotiation-tips-that-work/
- http://www.salary.com/12-dos-and-don-ts-for-negotiating-salary-in-a-tough-economy/
- http://www.nicolewilliams.com/money/trick-or-treat?page=0,1

TO DO: remind internship supervisor of final paperwork needed, complete e-portfolio critiques, weekly internship report

WEEK ELEVEN – 11/4

- Business etiquette

READ:
- http://www.entrepreneur.com/author/jacqueline-whitmore

- o http://www.forbes.com/sites/jacquelynsmith/

TO DO: work on final internship paperwork (evaluation paper, evaluation form), remind internship supervisor of final paperwork needed (letter of evaluation, evaluation form), weekly internship report

WEEK TWELVE – 11/11

- Student presentations on e-portfolios

DUE: e-portfolio and critiques, final weekly internship report, internship evaluation paper, internship evaluation form, paperwork from supervisor (letter of evaluation, evaluation form)

Disclaimer:
This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.