

Internship Policies and Procedures

Department of Advertising

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 counts toward the department's professional-electives requirement and allows sponsoring organizations to comply with federal work policies.

Students may enroll in ADV 4940, Advertising Internship, for one credit hour, two credit hours, or three credit hours with 65 hours of service required for each credit hour. One credit hour requires 65 hours of work. Two credit hours require 130 hours of work. Three credit hours require 195 hours of work. 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.

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 MAR 3023, ADV 3008, and at least one other course relevant to the internship.
2. *Find a 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 MyCJC for students (including <http://my.jou.ufl.edu/students/category/internships/> and @mycjc on Twitter). 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 to

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 the sponsors and arrange an interview as soon as possible. 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 questions your sponsor may have (see “Requirements for Sponsoring Organization”). Also, take a copy of the “Letter of Acceptance” and have your sponsor complete it if you are selected.
4. Complete the **Advertising Internship Application**, including the letter of acknowledgement certifying that you have read and understood all internship requirements. Deliver the completed form to the Department of Advertising for approval. A completed application includes: (1) **Advertising Internship Application, including your signature**; (2) **Letter of Acknowledgement, including your signature**; (3) **Letter of Acceptance including your supervisor’s signature**. A PDF of the letter of acceptance is acceptable provided it includes a signature, and we receive an original.
5. Once your application is approved, the Department of Advertising 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.
6. Reminders about credit hours:
 - Students must work 65 hours for each credit hour enrolled (1 credit hour for 65 hours worked; 2 credit hours for 130 hours worked; and 3 credit hours for 195 hours worked).
 - Students must work a minimum of six weeks.
 - 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 at least 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.
 - Credit cannot be increased or decreased after the internship begins.
 - No credit will be awarded for work students complete prior to internship approval.
7. During your internship, you must submit a **weekly report** to account for your internship activities. 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.
 8. Weekly reports will be reviewed on Canvas within one week, and a "grade" indicating the number of hours worked out of 40 maximum 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" evaluation 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).
 9. At the end of your internship, you are responsible for the submission of two final reports: (1) your **personal summary report** and (2) your **supervisor's evaluation** of your performance. Your summary report 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. 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. These two reports 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 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:

- Failure to complete the minimum number of required weekly reports in a satisfactory manner.
- More than four late weekly reports.
- The student’s supervisor assigns an “unsatisfactory” evaluation to the student’s performance.

Requirements for Sponsoring Organization

Qualifications for the sponsoring organization

1. Must have successfully operated as full-time business for at least one year and maintain a full-time office other than in a private home.
2. Must offer continuous hands-on experience as the primary function of the intern in advertising sales, media planning, copywriting, promotion, graphics & design, advertising research, strategy, or production.
3. Must have a supervisor with experience and expertise in advertising. The student should have a mentor to learn from and should not be relied upon to be the organization's expert in advertising.

Location limits

A maximum of three interns may work for advertising credit at any one location in the same semester. Be sure you are not the fourth intern for advertising credit at a location.

Clerical duties

Clerical duties (e.g., filing, clipping, phone duty, copying, making bank deposits, serving as a receptionist, etc.) on a continual basis are inappropriate and not acceptable for advertising internship credit. While an internship may include such duties, they are not acceptable if assigned on a continual basis and/or account for the majority of your time. You should assure that the duties and responsibilities reported on your internship supervisor's letter of acceptance are accurate and specific and that those duties are appropriate for a professional internship in advertising. This document is similar to a contract. The Department of Advertising will not be able to advocate for more professional experience if you have agreed to a clerical internship.

Supervisor evaluations

Near the end of the semester, your internship sponsor will be emailed a link to an online form to evaluate your performance. This evaluation is only one part of your semester grade. The supervisor evaluation is due by 5:00 p.m. on the last day of class for the semester in which you are enrolled. STUDENTS are responsible for assuring that the advertising office has the correct email address on file and that the evaluation has been received and can be completed by this deadline.

ADVERTISING INTERNSHIP APPLICATION FORM
Department of Advertising/College of Journalism & Communications

Name: _____

Classification: _____

Term Requesting: _____

Address: _____

Street

City/State

Zip Code

Phone number: _____

E-mail address: _____

UFID#: _____

Requirements

1. At the time when your internship begins, will you have completed MMC 2100, MAR 3023 and ADV 3008 with a minimum grade of C in each class?

YES ____ NO ____

2. Is your grade point average 2.5?

YES ____ NO ____

Intern Work Information

Name of Firm or organization: _____

Supervisor: _____

Address: _____

Street

City/State

Zip Code

Email (needed for sending end-of-term evaluation form link): _____

Phone Number: _____

Is Internship: Paid __ Non-Paid __

Credits Requesting: 1 ___ 2 ___ 3 ___

Total Hours: _____

Hours Per Week: _____

Internship Start Date: _____ End Date: _____

Total # of Weeks: _____

Give brief description of job duties:

Academic credit will not be given for an internship in a private residence. Working for another student, relative or faculty member is not permitted. ADV 4940 may be repeated up to six credit hours, but the internship must change each time. If the internship is repeated at the same location, there must be a change in duties. ADV 4940 is graded on an S-U basis. The Department of Advertising will register you for the course. All interns must submit weekly written reports to the Department of Advertising via Canvas.

"I have read and completed the Advertising Internship form. I have read and understand the ADV 4940 "Policies and Procedures" that explained the rules for earning academic credit for an advertising internship."

Date: _____

Student's Signature: _____

APPROVAL SIGNATURE

Date: _____

Instructor's Signature: _____

LETTER OF ACCEPTANCE (From Sponsor)

INTERN'S NAME: _____
(Print)

DUTIES: (Please define specifically what the intern will do and learn, including specific tasks as appropriate.)

Intern's Work Schedule: ____ # days of the week and _____ # hours

PRINT NAME: _____ Title: _____
(Internship Sponsor)

EMAIL (needed for end-of-term evaluation form link): _____

SIGNATURE: _____ Date: _____

As part of earning academic credit, interns are not permitted near hazardous equipment. Driving vehicles other than their own and performing purely personal tasks for other people (e.g., shopping, picking up dry cleaning, meeting children after school, etc.) are prohibited. Interns are not permitted to work for other students.

LETTER OF ACKNOWLEDGEMENT

This is to certify that I have read and understand the requirements for ADV 4940, Internship.

I acknowledge that my lack of familiarity or understanding of course requirements is an unacceptable reason for not completing the requirements properly or not meeting the assigned deadline.

Print Name: _____

Signature: _____

Date: _____