

Internship Policies & Procedures **ADV4941 – Advanced Advertising Internship**

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.

In order to be approved for ADV4941, the primary function of your internship must include hands-on advertising or advertising related experiences. These experiences can include any of the following: advertising account management, advertising strategy, copywriting, art direction, media planning, advertising sales/promotion, graphic design, social media management, project management, and production.

In order to be approved for ADV4941, you must also work directly with a supervisor who has both experience and expertise in advertising. You should have a mentor to learn from and should not be relied upon to be the organization’s expert in advertising.

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.

Application Due Date *, **

In order to avoid late registration fees assessed by the university, turn in your completed application along with a “Letter of Acceptance” from your internship supervisor by 5:00 pm on the day BEFORE the UF regular registration deadline. Please make every effort to turn in your application and “Letter of Acceptance” before this department deadline to ensure registration.

- Fall August 19, 2021 by 5:00 pm
- Spring January 3, 2022 by 5:00 pm
- Summer A & C May 5, 2022 by 5:00 pm
- Summer B June 23, 2022 by 5:00 pm

Late Registration Deadline:

We will accept late registration applications until 12:00 pm on the last day of the drop/add period each semester. Please note that the University of Florida may assess a late fee for adding any class after the last day of regular registration. You are responsible for any of these university assessed fees.

- Fall (late registration deadline) August 27, 2021 by 12:00 pm
- Spring (late registration deadline) January 11, 2022 by 12:00 pm
- Summer A & C (late registration deadline) May 10, 2022 by 12:00 pm
- Summer B (late registration deadline) June 28, 2022 by 12:00 pm

*It is your responsibility to check the UF Academic Calendar to make sure these dates have not changed.

**The Department of Advertising will not request a 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**

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”).

4. **“Letter of Acceptance” once internship is secured**

If selected, be prepared to ask your internship supervisor to provide a signed “Letter of Acceptance” on company letterhead.

Your **“Letter of Acceptance”** must include the 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

5. **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.

6. **Turn original copies of your completed application into the advertising internship instructor by the due date *** (Dan Windels, dwindels@ufl.edu, 2078 Weimer Hall,)

*REMINDER: The Department of Advertising will not request a 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.
- Course credit cannot be increased or decreased after the internship begins.
- No credit will be awarded for work students complete prior to internship approval.
- Due to the evolving COVID-19 situation, we will continue to allow remote internships. Remote work MUST occur under direct online supervision. Students who are approved to work at their internship organization's office must similarly work under direct supervision. Internships that do not have direct supervision will not be approved.

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.
- Course credit cannot be increased or decreased after the internship begins.
- No credit will be awarded for work students complete prior to internship approval.
- Due to the evolving COVID-19 situation, remote internship work is encouraged until the University of Florida returns to a full in-person schedule on campus. Remote work MUST occur under direct online supervision. Students who are approved to work at their internship

organization's office must similarly work under direct supervision. Internships that do not have direct supervision will not be approved.

Course Requirements & Grading

- **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 full letter 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.

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.

- **Grading weekly reports**

Weekly reports will be reviewed on Canvas within one week. Reports will be graded for content based on a rubric posted to Canvas. 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.

Students will receive grade reductions 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). A grade reduction for the weekly report component of this class will also be taken if more than (3) weekly reports are submitted late.

- **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 make sure that we have your supervisor’s correct name and 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.

- **Final grading for the semester**

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

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

NOTE: If more than (3) weekly reports are submitted late, a full letter grade reduction for the weekly report component of this class will be taken.

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, 2078 Weimer Hall.

Requirements for Sponsoring Organization (Page 1 of 2) ADV4941 – Advanced Advertising Internship

Please share the Requirements for Sponsoring Organizations with your internship supervisor.

Qualifications

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.

Internship 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.

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.

Requirements for Sponsoring Organization (Page 2 of 2) **ADV4941 – Advanced Advertising Internship**

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 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.

STUDENTS are responsible for assuring that the advertising office has the correct name and email address on file and that the evaluation has been received and can be completed by this deadline.