

Internship Policies & Procedures ADV4940 – 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 allow sponsoring organizations to comply with federal work policies.

Approved Internships Must Meet the Following Conditions

- 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, content creation, project management, and production.
- You must 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.
- The company or organization you work for must have been in business for a least one full year and operate full-time out of an office location and not a private residence.
- The company or organization cannot be run by immediate family, students, or yourself.
- The internship cannot be with a company or organization with whom you are currently employed or with whom you've already completed a for-credit internship.

Grades, Credits, & Internship Hours

ADV4940 performance is assessed on Satisfactory/Unsatisfactory grading scale (S/U). Students may enroll in ADV 4940 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.

Application Due Date *, **

To avoid late registration fees assessed by the university, submit your completed application along with an employment verification letter from your internship supervisor by 5:00 pm, two full business days before the UF regular registration deadline.

Application Deadlines	
Fall 2026	August 17, 2026, by 5:00 pm
Spring 2027	January 6, 2027, by 5:00 pm
Summer A & C 2027	May 5, 2027, by 5:00 pm
Summer B 2027	June 23, 2027, by 5 pm

Late Application Due Date *, **

We will accept late registration applications until 5:00 pm on the day before the end of the drop/add period each semester. 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 university assessed fees.

Late Application Deadlines	
Fall 2026	August 25, 2026, by 5:00 pm
Spring 2027	January 14, 2027, by 5:00 pm
Summer A & C 2027	May 10, 2027, by 5:00 pm
Summer B 2027	June 28, 2027, by 5:00 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 both approval of the internship and departmental registration of the student.

Steps for Securing Internships and Registering for University Credit

Here are the steps you should follow:

1. Determine if you are qualified

To be approved, a student must meet the following criteria:

- A minimum GPA of 2.50
- A minimum of 60 accrued credits
- Passing grades in the following prerequisite courses: ENC3252, MAR3023, ADV3008, and either SPC2608 or ORI2000.

2. Find a qualified potential internship sponsor

Internship opportunities, especially those in the summer, may be posted up to 9 months in advance. With that in mind, it's a good idea to identify areas or companies that match your interests, then regularly monitor publicly available sources where internship opportunities are posted. Here are a few locations to help get you started:

- Internships posted through the [CJC Office of Career and Corporate Partnerships](#).
- Internships posted through the [UF Career Connections Center](#).
- Email opportunities from CJC, the Knight Division, and the Dept. of Advertising
- “Careers” page or tab on company websites within your area of interest
- LinkedIn page for companies within your area of interest
- LinkedIn search for an internship within your area of interest

3. Contact internship sponsors, arrange an interview

Internships are competitive! Be prepared to present yourself in a convincing manner. Present your resume and, if appropriate, an e-portfolio of your work. You may want to take a copy of this document to answer any questions your sponsor may have. Here are some starting suggestions for both contacting internship sponsors and preparing for your interview.

- Research the company before you send an email and before your interview.
- In your email, include why you want this specific internship.
- Try to write an email that is both succinct and one that can be answered quickly.
- Prep for your interview by identifying at least 6-8 specific stories from your past that showcase common skills relevant to the internship in question.
- Practice telling these stories in a succinct and energetic way before your interview.
- During your interview focus on being both professional and eager to learn.

4. Confirm internship meets all the following requirements:

- The primary function of the internship is hands-on experience in advertising or advertising-related duties.
- Internship assigns a direct supervisor with 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.
- The company or organization must have been in business for a least one full year and operate this business full-time out of an office location and not a private residence.
- The company or organization is not run by immediate family, students, or yourself.
- The internship is not with a company or organization with whom you are currently employed or with whom you’ve already completed a for-credit internship.

5. Request an “Employment (or Internship) Verification Letter”

If selected, be prepared to ask your internship supervisor to provide a signed “Employment or Internship Verification Letter” on company letterhead. This letter must include the following information:

- Written on company letterhead
- Date that the letter was written
- 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

6. Complete the online [ADV4940 - Advertising Internship Application](#)

Please have the following information ready when you fill out your application:

- UFID
- Current GPA, accrued credits, and grades in all prerequisite courses
- Internship sponsor's name, web address, and physical office address
- Supervisor's work contact information
- Internship start/end date, number of hours per week
- Number of credits you're requesting for this class
- Summary of anticipated advertising-related responsibilities
- "Employer (or Internship) Verification Letter (see #5 above)
- Current resume

For internship application questions, please contact the supervising instructor, Dan Windels, dwindels@ufl.edu, 2078 Weimer Hall.

Reminder About Credit and Internship Requirements

- 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.
- For internship hours worked to count towards university credit, they must occur within the start and end dates of the semester in which you are registered. Hours worked outside of the semester start and end dates will not be counted.
- 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.

Course Requirements & Grading

Weekly report submissions

- During your internship, you must submit a weekly report to account for your internship activities. 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.
- Submit your weekly reports under the "Assignments" section in Canvas. A report template is available within each weekly report assignment.
- Students are 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 maximum of 40 hours per week is allowed. Hours will be entered in the “Grades” section of Canvas under “Weekly Report Hours.” For example, if a student works 10 hours, a 10/40 will be entered on Canvas for that week. This 10/40 does not represent a grade. It is the number of hours, out of 40, worked for that specific week.
- 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.

Personal Evaluation of Internship Experience

At the end of your internship, you will submit 2-page personal evaluation of the internship commenting on its value to you and its potential value to future interns. An example will be included within the assignment on Canvas.

Supervisor Evaluation

You are also responsible for ensuring that your supervisor completes and submits a final evaluation on your performance. Your supervisor will be emailed a link to an evaluation form near the end of the semester. Please make sure we have your supervisor’s correct name and email address on file.

Course Grading for Semester

The grading scheme for ADV4940 is S/U. There are no letter grades. Final grades will be either SATISFACTORY, UNSATISFACTORY, or INCOMPLETE.

- An “Unsatisfactory” grade will be assigned when a student fails to meet the course requirements, including:
 - Failure to complete the weekly reports in a satisfactory manner.
 - Turning in more than 3 late weekly reports over the course of the semester.
 - The student’s supervisor assigns an “unsatisfactory” evaluation to the student’s performance.
- An “Incomplete” grade will be assigned when a student is unable to complete the internship due to circumstances beyond the student’s control. The student is expected to make every effort to notify the instruction as soon as this happens.

Instructor Contact Information

If you have questions about ADV4940 – Advertising Internship, the course policies, or the application process, please contact Dan Windels, dwindels@ufl.edu, or 2078 Weimer Hall.

Requirements for Internship Sponsor

Share with your internship sponsor

Internship Criteria

- Sponsor 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.
- Sponsor must assign you to an internship role where the primary function is advertising or advertising-related duties.
- Sponsor must assign a current full-time employee as your supervisor. This supervisor must have 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.
- Sponsor cannot be run by immediate family, students, or yourself. Or with a company in which you are already employed.

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.
- You should assure that the duties and responsibilities reported on the "Employment (or Internship) Verification Letter" 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 a 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 completed and submitted by your supervisor before final grades are due to the university.
- 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.