

COMMS 496R SYLLABUS - ADVERTISING

After securing an internship and registering, students are ready to start the internship course.
The course requirements are as follows:*

COURSE INFORMATION & PURPOSE:

Communications 496R is a 4-credit, graded internship experience required to be completed prior to graduation for all emphases. The internship course requirement is designed to provide students with the opportunity to use classroom knowledge in a practical/real-world setting with the support of a faculty advisor and a communications professional. While the internship and career services office is a resource, students are required to locate and secure their own internship. **Please go to commsinternships.byu.edu under "Registration & Syllabi" to read further statements issued by BYU for students enrolling in this credit.**

LEARNING OUTCOMES:

The academic assignments are specifically designed with the intent to enrich the learning experience throughout the internship. The learning outcomes for the internship course are as follows:

1. Students will demonstrate proficiency in research, writing, creativity, and technical abilities.
2. Students will demonstrate professionalism by conducting themselves appropriately, meeting deadlines, and demonstrating a positive attitude and high level of commitment.
3. Students will demonstrate ethical and legal behavior and show sensitivity to diversity.

COURSE ASSIGNMENTS AND GRADING:

The chart below lists the required assignments that must be completed throughout the internship. **Assignments should be submitted online through the communications internship website (commsinterns.byu.edu).** This is a graded internship with a letter grade scale from A-E. Grades will be lowered for late or missing assignments.

MEASURE	ASSIGNMENT & CRITERIA	% OF GRADE
Internship Attendance & Progress	Internship Reports <ul style="list-style-type: none"> • Frequency (8 Reports, 5% each) • Quality of information & reflection • Hours reported (<i>total required: 280 hours</i>) 	40%
Internship Performance	Employer Evaluation Updated Portfolio <ul style="list-style-type: none"> • Organization, content, attention to detail • Résumé 	10% 25%
Learning & Reflection	Student Evaluation Reflection Paper <ul style="list-style-type: none"> • Completion of the reading assignment • Length, grammar/proofreading, reflection 	5% 20%
Total		100%

*registration instructions can be found at: commsinternships.byu.edu or in 280 BRMB

IMPORTANT INFORMATION

MANDATORY STUDENT MEETING:

The first Friday after the add/drop deadline in Fall and Winter semesters, there will be a mandatory meeting for all students registered in COMMS 496R to go over course requirements and answer student questions. In Spring and Summer, this information will be emailed to all students. The internship director is available to meet with students to go over any questions relating to the contents of this syllabus. **Students are ultimately responsible to read about and properly complete all assignments detailed in this syllabus.**

T GRADES:

If you will not be finishing your required 280 hours during your term/semester of registration, you are eligible for a "T" grade. A temporary or "T" grade allows an extension of 1 term or semester to finish the hours and assignments. Students will only be enrolled "T" grades to finish hours and not in order to give more time to finish required assignments. *Example: If you are enrolled in Winter Semester and do not reach 280 hours by the end of the Semester, you will be awarded a "T" and must have all hours and assignments finished by the end of Spring term.*

MID-INTERNSHIP SUPERVISOR CHANGES:

If your internship on-site supervisor changes during your internship, contact the internship office immediately to update your paperwork. You must send the following information for your new supervisor for the internship director to review: Name, Job Title, Phone Number, Email Address, Linked-In URL or Resume, and BYU Net ID (if they do not have one, they will need to create one online).

REQUIRED INTERNSHIP HOURS

Students are required to complete a total of 280 hours at the approved internship experience. **Hours cannot be counted until students are registered for course credit.** In the event that the full 280 hours are not completed, your overall grade will be lowered according to the following scale:

For every 10 hours not completed, you will lose 3% off your overall grade (see corresponding chart to the right).

Example: after your professor has graded all assignments, if you are missing 15 hours of work, your grade will be lowered 6%. Therefore, if you received a 91% (A-), your grade would be lowered to an 85% (B).

If the lack of hours is due to a nonacademic extenuating circumstance that arises after the discontinuance deadline the student can arrange with the internship director to receive an "incomplete" in the course. Please refer to the Registrar's Office website (<http://registrar.byu.edu/registrar/records/incompletes.php>) for policies and procedures on obtaining and filing an "incomplete" contract.

NOTE: BYU requires a minimum of 42 hours worked at the internship experience per credit hour registered. Therefore, students will not receive a passing grade in the internship course if they are missing more than 112 hours. NO EXCEPTIONS.

HOURS MISSING	PERCENTAGE DEDUCTED
1-10	3%
11-20	6%
21-30	9%
31-40	12%
41-50	15%
etc.	etc.
GRADE	PERCENTAGE
A	94% +
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
etc.	etc.

INTERNSHIP REPORTS

DUE DATE	SUBMISSION	% OF FINAL GRADE	LATE POLICY
By 11:59pm the day that the next 35 hours of work has been completed (see chart below)	Online at commsinterns.byu.edu	40%	Late reports will not be accepted (see below)

PURPOSE:

The internship reports are the primary place for demonstrating meaningful reflection as students address the learning objectives of the course; resolve problems and challenges; and document observations and feelings related to his/her internship. The goals of these reports are to:

- Provide a forum for reflection on the internship experience (i.e. observations, projects/tasks, challenges, etc.);
- Provide an opportunity to highlight the progress towards achieving the course learning objectives;
- Provide a venue for consistent monitoring, coaching and assessment of the internship experience.

REQUIREMENTS:

Reports should be submitted at the conclusion of every 35 hours of work. A total of eight reports should be submitted over the course of the internship.

The reports will prompt you to thoughtfully answer the following questions:

1. What did you work on or accomplish since your last report?
2. What went well? What problems did you face? How did you overcome those?
3. How did you apply classroom knowledge and how did it relate to your coursework?
4. How are you working to accomplish the learning objectives you set at the start of the internship?
5. Are there any problems or concerns that need to be addressed by your professor?

SUBMISSION INSTRUCTIONS:

Reports should be submitted online via the communications internship website (commsinterns.byu.edu). Use your BYU net ID and password to login. Under the “students” tab, select your internship, and click on “internship reports.” Add a new internship report according to the schedule. Fill out the report thoroughly and click the save button.

REPORT #	HOURS COMPLETED	REPORT #	HOURS COMPLETED
1	35	5	175
2	70	6	210
3	105	7	245
4	140	8	280

If you reach 35 hours in the middle of your work day, submit your report that night for 35 hours and account the rest of the hours towards your next report. About a paragraph per question is an appropriate length for these reports.

Pro Tip: Keeping a brief daily log that documents your experience will be very beneficial.

Consider addressing the following questions on a daily basis: What did I *learn* today? What *challenges* or frustrations did I encounter today? How did I use critical thinking or problem solving to address this issue?

GRADING:

Each report will be worth 5% of your grade. Only eight reports are required. No matter the length of your internship, you are still required to submit eight reports. Collectively, all the reports will make up 40% of your grade. **Reports are due no later than 11:59 p.m. following the completion of the hours you will be reporting on** (see chart above for breakdown).

LATE POLICY:

Reports submitted after the deadline will receive zero points. If you miss a report, please account for the hours worked in your next report.

EMPLOYER EVALUATION

DUE DATE	SUBMISSION	% OF FINAL GRADE	LATE POLICY
Within one week after submitting your final 280 hour report, or 3 business days before the grade submission deadline. <i>Whichever comes first.</i>	Online at commsinterns.byu.edu	10%	Late evaluations will not be accepted <i>(see below)</i>

PURPOSE:

The evaluation is an assessment tool for the on-site supervisor to provide his or her feedback regarding the student's performance during the internship experience. The on-site supervisor is strongly encouraged to discuss the evaluation with the student upon completion.

REQUIREMENTS:

It is the **student's responsibility** to request an employer evaluation prior to the conclusion of his or her internship hours. The request for the employer evaluation should coincide with the completion of 240 hours or in the last two weeks of your internship. At that time, your on-site supervisor should fill out the employer evaluation. This allows 1-2 weeks for the employer to complete the evaluation before the required 280 hours are up.

SUBMISSION INSTRUCTIONS:

Evaluations should be submitted online via the communications internship website (commsinternship.byu.edu). Use your BYU net ID and password to login. Under the "student" tab, select your internship, click on "employer evaluation," and click on "send email." This will email your on-site supervisor and remind him or her to fill the evaluation out. Please consistently check online to ensure the evaluation is completed in a timely manner.

PRO TIP:

It is strongly encouraged that you write a "thank you" letter to your on-site supervisor for the internship experience. Please contact your internship instructor if you need information on how to write a "thank you" letter.

GRADING:

The employer evaluation is part of your internship performance measure and is worth 10% of your overall grade. Evaluations will receive full credit when completed fully, with good marks, and on time. A poor evaluation from the supervisor will result in a lowered grade on this assignment.

LATE POLICY:

Late evaluations will not be accepted. An evaluation submitted later than the established deadline will automatically lose the full 5%.

PORTFOLIO & RESUME

DUE DATE	SUBMISSION	% OF FINAL GRADE	LATE POLICY
Within one week after submitting your final 280 hour report, or 3 business days before the grade submission deadline. <i>Whichever comes first.</i>	Online at commsinterns.byu.edu	25%	1% deduction per day late

PURPOSE:

Your portfolio can help you market yourself to employers. It can be one of the most beneficial tools you use when applying for jobs and interviewing. You can support what you tell an employer in an interview with items from your portfolio. The purpose of this assignment is for students to put together excellent application materials that can be used to find permanent employment after graduation.

REQUIREMENTS:

The portfolio should showcase both the work done on your internship and your best lab and/or class work related to your professional goals. Six to eight deliverables or campaigns that show your breadth of talent as well as depth would be appropriate. The portfolio should include a downloadable/printable résumé. Résumés should be kept to one page. A professional look and organization is important as well.

Students working under an NDA must still include work from their internship. This can be provided by making a portion of a website password protected and sharing the password with the internship director and Mentoring professor, or by submitting work as a PDF. All work will only be reviewed for academic grading purposes.

FORMAT:

The portfolio can be presented in a PDF document or on a website. Regardless of format (PDF or website) the portfolio and résumé should be easily navigable, aesthetically pleasing, and represent your professional goals/endeavors.

SUBMISSION INSTRUCTIONS:

Portfolios should be submitted online via the communications internship website (commsinterns.byu.edu).

Use your BYU net ID and password to login. Under the "student" tab, select your internship, click on "portfolio & résumé," and submit your assignment as indicated. You can either upload a PDF portfolio or paste a link to your website.

NOTE: When uploading a file, only PDF files are accepted. No other file types will upload successfully.

***PRO TIP:** Meet with the internship director for a resume/portfolio critique before turning this assignment in for a professional review of your work. To schedule an appointment email comms_internship@byu.edu.*

GRADING:

Your portfolio will be evaluated on its design, navigation, and clarity. Make sure you provide adequate context for each element you include. The portfolio and résumé should be free from grammatical, punctuation, and spelling errors. All links should be in working order and files should be easily viewable. Points could be deducted in each of these areas.

LATE POLICY:

Portfolios submitted after the established deadline will lose 1% off the final grade of the portfolio, per day late. (EX: If you earn a 25/25 on the portfolio, but it was submitted three days late, your final grade on the portfolio will be 22/25.)

STUDENT EVALUATION

DUE DATE	SUBMISSION	% OF FINAL GRADE	LATE POLICY
Within one week after submitting your final 280 hour report, or 3 business days before the grade submission deadline. <i>Whichever comes first.</i>	Online at commsinterns.byu.edu	5%	Late evaluations will not be accepted <i>(see below)</i>

PURPOSE:

The student evaluation is an assessment tool for the student to provide feedback regarding his or her internship experience. It will help the department determine how to better prepare students for internships as well as whether or not certain internships should continue to be approved for academic credit.

REQUIREMENTS:

It is the **student's responsibility** to complete the evaluation form on the internship website (commsinternship.byu.edu). The student should fill out the evaluation completely and answer each question accurately and honestly.

SUBMISSION INSTRUCTIONS:

Evaluations should be filled out online via the communications internship website (commsinternship.byu.edu). Use your BYU net ID and password to login. Under the "student" tab, select your internship, click on "student evaluation," fill out the evaluation form, and click submit.

GRADING:

The student evaluation is part of your learning and reflection measure and is worth 5% of your overall grade. Evaluations will receive full credit when completed thoroughly, thoughtfully, and on time.

LATE POLICY:

Late evaluations will not be accepted. An evaluation submitted later than the established deadline will automatically lose the full 5%.

STUDENT RATINGS:

While not a graded portion of this course, students are encouraged to complete the "student ratings" available through the BYU website at the end of the semester or term. Without your responsible input, we cannot effectively assess and improve teaching performance and student learning. Please be honest, fair, and constructive as you complete your evaluations. These student ratings will be rating your Faculty Advisor (Not the on-site supervisor from your internship).

REFLECTION PAPER

DUE DATE	SUBMISSION	% OF FINAL GRADE	LATE POLICY
Within one week after submitting your final 280 hour report, or 3 business days before the grade submission deadline. <i>Whichever comes first.</i>	Online at commsinterns.byu.edu	20%	1% deduction per day late

PURPOSE:

The reading assignment is designed to help you contextualize the professional activities in which you are engaged. The information gleaned from the reading will help you to further understand the impact your work has in the field of communications. Your paper will display this understanding and incorporate meaningful reflections based on the specific internship experiences as they apply to the established internship objectives.

REQUIREMENTS:

Students must obtain a copy of one of the following four books and read it throughout the internship experience. Please select the book that most relates to your internship.

- “The Tipping Point” by Malcolm Gladwell (ISBN#: 978-0316346627)
- “Permission Marketing” by Seth Godin (ISBN#: 978-0684856360)
- “Truth, Lies & Advertising: The Art of Account Planning” by Jon Steel (ISBN#: 978-0471189626)
- “The End of Marketing As We Know It” by Sergio Zyman (ISBN#: 978-0887309830)

Upon completion of the reading assignment, students will write a **four-page** reflection paper. The paper should compare and contrast the content of the book with the student’s internship experience as well as how he or she accomplished the internship objectives that were established prior to registering.

FORMAT:

Assignments that do not follow the format listed below will be subject to a lower grade.

- Papers should be double-spaced, 12 pt. font, Times New Roman, with 1” margins on all sides. All pages should have the following right-aligned header: Last name, first name - pg #. Papers should be saved as a PDF and have the following file name: Last Name, First Name-Reflection Paper. MS Word (.doc, .docx) or Pages files will NOT be accepted.
- Grammar, spelling, punctuation, language usage, and citations should follow AP style.

SUBMISSION INSTRUCTIONS:

Reports should be submitted online via the communications internship website (commsinternship.byu.edu). Use your BYU net ID and password to login. Under the “student” tab, select your internship, click on “reflection paper,” and follow the instructions to upload/submit your assignment.

NOTE: When uploading a file, only PDF files are accepted. No other file types will upload successfully.

GRADING:

The reflection paper will make up 20% of your grade. A paper that will earn full credit should show knowledge of the text as well as genuine thought and reflection of the internship experience. It will also include reflection on the completion (or lack thereof) of the internship objectives that were established prior to registering for the internship. The paper will be free of grammatical, punctuation, and formatting errors and meet the page requirement. Points will be deducted for the absence of the aforementioned qualities.

LATE POLICY:

Papers submitted after the established deadline will lose 1% off the final grade of the paper, per day late.

(EX: If you earn a 20/25 on the paper, but it was submitted three days late, your final grade on the paper will be 17/25.)