

**Spring 2019
Internship
(CMCN 490)**

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**Office Hours: M-R 4:5:30

**Appointments are strongly recommended, in order to avoid waiting.

Catalog description:

Students gain work experience in companies and organizations, learn how to develop a résumé, interview for employment and advance in their profession.

Course description:

This course will help you make a major transition, from student to employee. You will work at least 10 hours a week for an employer. However, learning is the core reason for the internship. Although you have probably held a job before, your internship should be directly related to your academic training. You should be under the supervision of an experienced communication professional. This class is offered online and assignments, forms and reports will be handled via Moodle.

Course Objectives

- Our overall course objective is to help you prepare for the major transition from student to professional.

To do that, you will work at least 10 hours a week for an employer, thereby developing job skills and observing organizational dynamics. Course readings will give you information on searching for a career, preparing your resume and cover letter, understanding the job interview process, valuing workplace diversity, and even planning for retirement...which should start while you're still young! This class is offered online and assignments, forms and reports will be handled via Moodle. If you are not familiar with Moodle, please use the tutorials linked under the "learner support."

Course Materials and Textbook.

- There is no mandatory textbook, however the book "Great Jobs for Communications Majors" by Blythe Camenson is highly recommended. The book is out of print, but the department is able to loan you a copy, provided that you post a refundable \$10 deposit. Please contact me if you would like to borrow the book.
- Online mandatory reading materials will be posted or linked on Moodle every week.

Course requirements and grading

Internship work (300 points): You must work at least 10 hours a week at an internship site approved by me. If you have a question about your internship please contact me as soon as possible. At the end of the

semester you will have to turn in an Intern Evaluation Form completed and signed by your internship supervisor, as well as an agency evaluation form (completed by you) and an exit interview form, also completed by you. For part of the exit interview you will have to schedule an appointment with me.

Weekly readings (100 points): You must submit the summary of the readings or answer my questions about the readings for each week by the deadline, as indicated in the schedule below and the class announcements. Late submissions will not be accepted unless you provide documentation you missed the deadline because of personal illness, death in the family, or a University-sponsored activity. Please do not submit reading assignments by email unless instructed so.

Weekly internship report (200 points): You must submit a weekly report indicating what you've done and what you've learned during the previous week. You will have to use the form that will be provided to you. Submit these through Moodle by the deadline, as indicated in the schedule below and the class announcements. As with weekly assignments, late submissions will not be accepted unless you provide documentation you missed the deadline because of personal illness, death in the family, or a University-sponsored activity. Please do not submit internship reports by email unless instructed so.

Job hunt practice (100 points): You will have to create a LinkedIn profile and connect it to my profile, conduct a career search (instructions will be provided), write a resume targeted at your most promising/preferred position found in the search.

Note: Graduate students taking this course for graduate credit must complete a 15-page paper on an employment issue within your major field. This paper should cite at least 20 sources. See me by week 2 for more information.

Credit distribution

Internship work	300
Weekly readings	100
Weekly internship report	200
Job hunt practice	100
Total	700

Grading scale: 630-700 points = A; 560-629 points = B; 490-559 points = C; 420-489 points = D; below 420 points = F

Important notes:

I strongly encourage you to file your weekly Moodle reports early, in case the hardware or the software malfunctions. Please do not email me about missing a deadline because of a computer crash or a problem with Moodle. Please do not send me assignments via email. If you have compelling health or personal difficulties that prevent you from posting an assignment to Moodle please notify me immediately.

I will normally grade your assignments within 10 workdays of the posted deadline. I normally reply to emails within 24 hours, unless I am fulfilling a duty out of town.

Attendance:

Please note that **regular attendance to your internship site is required**. You and your supervisor will have to negotiate a work schedule. You have to make sure that you work at least 10 hours a week for your

internship. If you need to miss an internship appointment you'll have to notify both me and your supervisor. Please be aware that supervisors will treat your attendance as they do other employees' attendance. Poor attendance might result in a low grade or in your being fired from your internship.

As far as the class is concerned, we use university policies that apply to all other classes. Excused absences are limited to personal **illness** (documented in writing by physician), **death** in the family (documented in writing by a responsible third party), or participation in a university-sponsored activity. Please see me (and your supervisor) **in advance** if you need to participate in a conflicting **university-sponsored** activity. **Excessive excused absences** will result in a grade of I (incomplete), to be resolved the following semester. Excessive unexcused absences will result in a grade of F. Missing **one third** of internship meetings constitutes **excessive absences** and will prevent you from completing the course.

Human diversity:

The University of Louisiana at Lafayette respects human diversity in its many and varied forms. This course will include a component or components dealing with the role and impact of human diversity in the communication processes – both interpersonal and mass. The diversity component(s) will include such groups as women, minorities, members of alternative lifestyles, the disabled, and other cultural and special-need groups, nationally and internationally.

Special needs:

It is the instructor's policy to make accommodations for students with documented special needs – including but not limited to physical challenges and/or learning disabilities. If you would like consideration, please meet with the instructor and provide documentation at your earliest convenience so that appropriate accommodations can be made regarding your future work and attendance record in the class.

Tentative Schedule. Changes in activities and deadlines will be posted on the main Moodle page and/or through the news forum.

Week	Topic/Readings	Assignments/Deadlines
Week 1 Jan 16-18	Introductions and expectations. Read syllabus, FAQ sheet, and learning contract.	Download the Learning Contract from Moodle, fill it out together with your internship supervisor, and post it back to Moodle no later than 12 noon on Tuesday, Jan 22. Also post the supervisor's business card no later than 12 noon on Tuesday, Jan 22
Week 2 Jan 21-25 Jan 21: MLK Day	The new job environment Readings: 14 Characteristics of a future-ready practice; 15 Marketing and communication trends	Post readings summary and the internship report for week 2 to Moodle no later than 12 noon on Monday, Jan 28 Optional: See the Bureau of Labor Statistics outlook for your preferred career. Go to http://www.bls.gov/ooh/ and "Search Handbook."
Week 3 Jan 28-Feb 1	Job search mistakes you can avoid. Reading with the same title to be posted on Moodle	Post reading assignment and internship report no later than 12 noon on Monday, Feb 4.
Week 4 Feb 4-8	The job hunt Readings: Managers don't send rejection letters; Boost job searches with social media	Post a list of the top three positions you would apply for no later than 12 noon on Monday, Feb 11 Sept 17. Post internship report for week 4 by the same deadline.
Week 5 Feb 11-15	Resumes and cover letters Readings: Keep resumes clutter free; Your letter can be your ticket to employment	Post resume and cover letter for the top position no later than 12 noon on Monday, Feb 18; Post internship report for week 5 by the same deadline.
Week 6 Feb 18-22	Office politics Readings: Winning office politics	Post internship report and readings summary no later than 12 noon on Monday, Feb 25
Week 7 Feb 25-Mar 1	Networking	Create a thorough profile on Linked it and add me as a contact. Deadline: 12 noon on

	Reading: How to get that glowing letter of recommendation	Thursday, Mar 7. Post internship report no later than 12 noon on Thursday, Mar 7. PLEASE BE AWARE THAT SOME BUSINESSES MAY REQUIRE YOUR PRESENCE DURING THE MARDI GRAS HOLIDAY.
Week 8 Mar 4-8 Mar 4-6: Mardi Gras Break	Short week No readings, enjoy the Mardi Gras break	Post internship report no later than 12 noon on Monday, Mar 11.
Week 9 Mar 11-15	The job interview Readings: Interview tips to help you land a job. How to ace an interview (video)	Post readings summary and internship report for week 9 no later than 12 noon on Monday, Mar. 18.
Week 10 Mar 18-22 Advising Week	The job interview (contd.) Readings: TBA	Post readings summary and internship report for week 10 no later than 12 noon on Monday, Mar 25.
Week 11 Mar 25-29 Advising Week	Diversity in the workplace. Readings: Diversity in the workplace: Benefits, challenges, and the required managerial tools; In the long run, inclusion is the answer; Interview bias: Overcoming the silent forces working against you.	Post readings summary and internship report for week 11 no later than 12 noon on Monday, Apr 1.
Week 12 Apr 1-5	Saving money & planning for retirement. Readings: How to save \$1 million; How to shop for mutual funds	Post readings summary and internship report for week 12 no later than 12 noon on Monday, Apr 8
Week 13 Apr 8-12	Is graduate school for you? Reading: The graduate school choice EXIT INTERVIEWS	EARLY DEADLINE THIS WEEK Post readings summary and internship report for week 13 no later than 4PM ON FRIDAY, APR 12.

		<p>Schedule in person exit interview</p> <p>Bring hard copy of resume to interview for critique and grading</p>
<p>Week 14</p> <p>Apr 15-19</p> <p>Spring Break</p>	<p>No readings</p>	<p>PLEASE BE AWARE THAT SOME BUSINESSES MAY REQUIRE YOUR PRESENCE DURING THE SPRING BREAK.</p>
<p>Week 15</p> <p>Apr 22-26</p>	<p>Intern and internship evaluations/exit interviews</p> <p>No readings</p>	<p>Post internship report for Week 15 no later than 12 noon on Monday, Apr. 29.</p> <p>In person exit interview</p> <p>Bring hard copy of resume to interview for critique and grading</p>
<p>Week 16</p> <p>Apr 29-May 3</p>	<p>Intern and internship evaluations/exit interviews</p> <p>No readings</p>	<p>Post internship report for no later than 12 noon on Monday, May 6.</p> <p>In person exit interview</p> <p>Bring hard copy of resume to interview for critique and grading</p>