

**Spring 2019  
Internship  
(CMCN 490)**

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

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\*\*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.**

<b>Week</b>	<b>Topic/Readings</b>	<b>Assignments/Deadlines</b>
Week 1 Jan 16-18	<b>Introductions and expectations.</b>  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.  <b>Also post the supervisor's business card no later than 12 noon on Tuesday, Jan 22</b>
Week 2 Jan 21-25  Jan 21: MLK Day	<b>The new job environment</b>  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 <a href="http://www.bls.gov/ooh/">http://www.bls.gov/ooh/</a> and "Search Handbook."
Week 3 Jan 28-Feb 1	<b>Job search mistakes you can avoid.</b>  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	<b>The job hunt</b>  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	<b>Resumes and cover letters</b>  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	<b>Office politics</b>  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	<b>Networking</b>	Create a <b>thorough</b> 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. <b>PLEASE BE AWARE THAT SOME BUSINESSES MAY REQUIRE YOUR PRESENCE DURING THE MARDI GRAS HOLIDAY.</b>
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	<b>The job interview</b>  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	<b>The job interview (contd.)</b> 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	<b>Diversity in the workplace.</b>  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	<b>Saving money &amp; planning for retirement.</b>  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	<b>Is graduate school for you?</b>  Reading: The graduate school choice  EXIT INTERVIEWS	<b>EARLY DEADLINE THIS WEEK</b>  <b>Post readings summary and internship report for week 13 no later than 4PM ON FRIDAY, APR 12.</b>

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

# Learning Contract

## University of Louisiana at Lafayette

### Communication 490(G) Internship

To be completed by student and  
the internship job supervisor

This contract should clarify what the internship job supervisor expects of the student, and what kinds of learning the student will gain by completing the assigned work. This Learning Contract will be the chief means of measuring the success of the student's internship at the end of the semester.

Please specify the job duties, learning objectives and expected results on page 2 of this form. In listing duties, please indicate the relative percentages of the work week that the intern will devote to those duties. Regular semester interns work at least 10 hours/week; summer session interns work a minimum of 15 hours/week.

#### Compliance with nondiscrimination policies

It is the policy of the University of Louisiana at Lafayette not to discriminate on the basis of race, color, religion, national origin, age, sex or physical handicap in its educational programs, activities or employment policies, as required by Title VII of the Civil Rights Act of 1964, Title IX of the 1972 Education Amendments and Section 504 of the Rehabilitation Act of 1973.

Organizations sponsoring internships agree to conform to these and all applicable laws regarding nondiscrimination in the workplace.

By filling out the form below, the internship supervisor and the student intern indicate they have agreed to the terms of the learning contract on the back of this form, and that they agree to comply with federal and state nondiscrimination laws.

**Submit this form to Moodle by the end of the first week of classes (see syllabus for deadline)**

- Fill out this form in cooperation with your internship supervisor, then post to Moodle. Use the Save As function within Adobe Acrobat to rename the file in this format: Yourname.LC.pdf

Dr. Lucian Dinu  
Associate Professor and Department Head  
dinu@louisiana.edu

Internship  
Supervisor

Company or  
Organization

Street Address

City, State, Zip

Telephone

Supervisor  
email

Student Intern

Intern's email

Intern's  
academic  
major

# Learning Contract

**Job Duties** (Please indicate the relative percent of the student's internship that will be devoted to each listed duty)

Example: Publicizing the Hemophilia Foundation's fund-raising banquet, 25%



**Learning Objectives** (Indicate what the student should learn by performing the job duties)

Example: Intern will learn to use animation software to create visual effects for advertising messages.



**Expected Results** (Indicate what the student should produce by the end of the internship)

Example: At least three bylined feature articles, with photos, published by the intern's newspaper.





# UL Advertising Intern Evaluation Form

Supervisors, please fill out this form regarding your intern's work quality and completion of expectations.

\* Required

Internship Agency Name \*

Your answer

Supervisor's Name \*

Your answer

Intern's Name \*

Your answer

Please review the intern's Learning Contract, which you and the intern filled out at the beginning of the semester. How would you rate the intern's performance in completing the listed objectives? \*

Very good

Good

Average

Poor

Very poor

Contract:



Overall what grade would you recommend for the intern's work? \*

A+    A    A-    B+    B    B-    C+    C    C-    I

Grade:



Please rate the intern's competency in the following categories. If a category below is not applicable, check N/A

	Very Poor	Poor	Average	Above Average	Very Good	N/A
Account Management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Media strategy or planning/buying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creative strategy and ability to generate good ideas	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to achieve advertising goals across a variety of media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Desktop publishing and design ability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising campaign evaluation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to complete a variety of tasks on deadline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge of ethics and communication law	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding and applying principles of freedom of speech and press	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding the role of institutions and professionals in shaping communications	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



in relation to  
mass  
communications

Understanding  
the diversity of  
peoples and  
cultures and of  
the significance  
and impact of  
mass  
communications  
in a global society

Understanding  
concepts and  
applying theories  
in the use and  
presentation of  
images and  
information

Understanding  
professional  
ethical principles  
and working  
ethically in pursuit  
of truth, accuracy,  
fairness and  
diversity

Thinking critically,  
creatively and  
independently

Writing correctly  
and clearly and  
editing copy

Conducting and  
analyzing  
research

Critically evaluate  
his/her own work  
and that of others  
for accuracy and  
fairness, clarity,  
appropriate style,  
and grammatical  
correctness

Applying basic  
numerical and  
statistical  
concepts

Applying tools  
and technologies  
appropriate for  
the profession



Did you find the intern lacking or deficient in any job skills needed by your organization (for example, proficiency in some software or hardware)? If so, please indicate below.

Your answer

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