

**Course Syllabus**  
**Com 4990: Internship**  
**Spring Semester 2008**  
**School of Communication**  
**Western Michigan University**

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and  
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**About the course:** This for academic credit internship is available only to those students who meet departmental requirements of prerequisite courses and grade point average. Specific pre-requisites for each major and minors are listed below.

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**Pre-requisites:** To be eligible for a School of Communication internship, you should:

- be a declared Communication major, or a declared minor
- have Junior status (56+ credit hours at the time the internship begins)
- have a Com grade point average of at least 2.5, and
- have completed at least 6 credit hours of Com classes at the 3000+ level or above and completed an appropriate major core course prior the start of the internship experience.

The specific core classes for the majors are\*:

- Broadcast and Cable Production: One of Com 2570, Com 3550, Com 3560, or Com 3570
- Film, Video and Media Studies: One of Com 2570, Com 3550, Com 3560, or Com 3570
- Communication Studies: six hours of Com classes at the 3000+ level
- Interpersonal Communication: Com 3320 or Com 3700
- Journalism: JRN 1000 (or 102), and JRN 2100 (or 200)
- Media Studies: One of Com 2570, Com 3550, Com 3560, Com 3570
- Organizational Communication: Com 2800 and Com 3350 or Com 4800
- Public Relations: Com 3500
- Telecommunications Management: Com 4480 or Com 5410
- Telecommunication Information Management: Com 4480 or Com 5410

\*Depending on the specific nature of an internship, courses other those listed above may be required or substituted by the Coordinator of Undergraduate Internships.

**Course Registration:** Staff members in the School of Communication enroll you in Com 4990 once your application is approved. **You may not register yourself for course credit.**

If you add an internship to your class schedule after drops and adds end, you will obtain a “permission to late add” form, from Marilyn Kritzman, and deliver it to the Registrar’s Office in order to add the class to your schedule.

**Credit and Time Requirements:**

- Com 4990 is typically a 1-3 credit course. You may earn a maximum of three credit hours for a single internship. In order to use all your flat-rate tuition, you may register for a 4-credit internship.
- For each hour of internship credit, you are expected to work at least 40 hours, with a minimum of 120 hours of documented work completed for a 3 credit internship.
- Most internships can be completed during a full fall or spring semester or a combination of Summer I and Summer II. The value of the internship increases proportionately with the time you commit, however, you may formally complete your internship once the number of hours worked are met and you have negotiated a departure date with your on-site supervisor.
- Usually, you begin an internship at the beginning of a semester, although, internships may begin any time during the semester. Internships should end the Friday before finals week of the semester/session, however you may continue through finals weeks or beyond, providing both you and your on-site supervisor agree.
- If you are a graduating senior, you are not required to work beyond Commencement Day unless you have not met the minimum number of hours necessary to complete your internship requirements. Departure dates should be mutually agreed upon between you and your on-site supervisor early in the internship.

**Email:** All students registered for an internship must submit their WMU email address as part of the application. Group messages regarding Com 4990 will be sent to your WMU email address.

**All assignments and materials must be submitted in English.**

**Internship Location:** Your internship may occur at any approved site in the world. All sites and internships must be approved in advance by the Coordinator of Undergraduate Advising and Internships

**Remuneration:** Internships may be paid or un-paid. There are a variety of payment methods including stipends and 1099's. Interns are responsible to understand the terms of payment, and familiarize themselves with the differences. For example, if you are accepting payment on a 1099, you will be responsible for all taxes because no tax deductions were taken during your internship. If you have questions, if payment terms are unclear or unfamiliar, get your questions answered prior to signing payroll paperwork. The interning organizations payroll department should be able to answer your questions. If they cannot, please contact Marilyn Kritzman for assistance or a referral.

**Work Product:** You are responsible to submit a portfolio according to the guidelines provided. Part of the portfolio includes copies of work produced during your internship. You must make arrangements and obtain clearance to use copies of work for your final portfolio. Any restrictions should be noted on the original internship agreement, or appended to that agreement with all three parties agreeing to the restriction (student intern, interning organization and the School of Communication's Coordinator of Undergraduate Advising and Internships. Experience has shown that some employers will invoke a "work product" restriction during or near the end of the internship. This leaves you with little to no work to submit in your portfolio.

Materials submitted to the School of Communication's Coordinator of Undergraduate Advising and Internships are not shared with other members of the School of Communication staff or faculty, with the possible exception of the Director of the School of Communication. If a question of academic integrity exists, or submitted work is marginal, then the Director of the School of Communication will be consulted before a final grade is submitted or academic integrity charges finalized. Materials are not retained by the School of Communication. The department will hold materials for one year in the Communication Resource Center and then they will be disposed of.

**Academic Integrity:** You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate Catalog that pertain to academic integrity. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a hearing. You should consult with me if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test. (Western Michigan University Faculty Senate, December 4, 2002).

- It is an act of **plagiarism** to copy or paraphrase someone else's words or ideas and treat them as your own. Taking a sentence and changing a few words is still plagiarism if you do not give proper credit to the originator(s) of the idea. All reference to work of others should be properly cited in your papers. Exceptions are granted only when the ideas are regarded as "common knowledge".

- It is an act of **fabrication** to present and false or “made-up” information. You should not falsify research in a written report or an oral presentation or, any other information provided to an instructor (e.g. excuse for missing an exam or submitting a paper late).
- It is an act of **multiple submissions** to present the same paper or presentation or substantial portions of papers or projects for credit in two courses without the faculty members’ consent.
- It is an act of **complicity** to attempt to help another student commit an act of academic dishonesty. Examples include knowingly allowing someone to copy your answers on an exam or completing portions of other students’ work for them to submit as their own.
- **Student dishonesty** includes but is not limited to: using someone else’s work as your own

***\*\*\*Any violation of academic dishonesty will not only result in a grade of zero for the assignment, but a failing grade for the course\*\*\****

## **Grading Considerations**

**Incomplete:** This is a temporary grade which a professor may give you when illness, necessary absence, or others reasons prevent you from completing the course requirements by the end of the semester or session. **The grade of “I” (incomplete) may not be given as a substitute for a failing grade.**

You may request an **Incomplete** for an internship. The request must be submitted in writing, and apply the following criteria: at least half of the required hours for the internship are completed, at least half of the bi-weekly logs have been submitted, and the intern supervisor has submitted, or has been requested to submit, the mid-intern evaluation. The School of Communication’s Coordinator of Undergraduate Advising and Internships may give a grade of **Incomplete** if any of the criteria listed below is not met or if an unresolved issue of academic integrity exists.

Please refer to your Undergraduate Catalog for additional information.

### **Final Grades:**

- Final grades are determined by the School of Communication’s Coordinator of Undergraduate Advising and Internships, based on the assignments listed below.
- An on-site internship supervisor provides feedback to the intern and the School of Communication regarding an intern’s performance. **However, an on-site supervisor cannot assign a final grade.**
- **You must complete your internship and receive at least a satisfactory final review from your on –site supervisor in order to receive credit for your internship.**
- **All materials must be submitted in English**

## Assignments

### 1) Writing Your Learning Objectives:

#### Purpose of Learning Objectives:

- An internship is a course that is tailor-made for you and your career goals
- The learning objectives outline what you will learn during your internship
- You will discuss potential objectives with your on-site internship supervisor. As an intern, you must answer the question, “What do I want to learn?” and your supervisor will determine if it will be possible during your internship

#### Content:

- Objectives may focus on various types of learning
- Practicing skills and applying knowledge learned class
- Learning skills or acquiring new information
- Enhancing attitudes or motivation

Duties, activities, or responsibilities should be planned for each objective. Those responsibilities will provide an opportunity to accomplish each goal and should be tied to the learning objectives.

Objectives should be clear and specific. Consider how progress will be measured during the mid and final evaluation, where your on-site supervisor will be asked to evaluate whether you met or made significant progress toward meeting the objectives.

#### How to Write Learning Objectives:

Learning objectives are viewed as outcomes. What do you expect to learn or experience during your internship? Objectives are not tactics, nor are they a punch list of tasks to be completed. Tactics should be listed for each objective. Each tactic should advance the particular objective it supports.

To begin writing learning objectives, first describe the internship environment. You need to ascertain whether this environment will provide you with the opportunity and the means to enhance your skills and to contribute in a meaningful way. What is the name of the organization? What does the organization do? What department are you working in? How does the department contribute to the organization’s mission? Is there a supervisor/mentor available to guide your experience?

Next, think about what you want to gain from this internship experience. Do you want to learn new production techniques? Do you want to discover new ways to enhance web pages? Do you want to master criminal history checks, reference checks, immunization records and preparing orientation for a new employee? Do you want to learn how a new program or project is implemented?

*When determining your goals and objectives for your co-op {internship} position, consider your future marketability to employers. The National Association of Colleges and Employers (NACE) surveys thousands of employers each year, and since 1999, written and verbal communication skills have topped the list of qualities employers see in college graduates. Interpersonal skills and teamwork skills also made the top five, along with honesty/integrity and a strong work ethic (1). Does the high emphasis placed by employers on these particular qualities surprise you? Most employers believe that they can teach you specific skills, but that you should already have the demonstrated capacity to*

*communicate effectively, get along well with others, and have sound judgment. Your co-op experience presents the perfect opportunity to develop skills in relating to others, show initiative and a strong work ethic, while learning how to organize projects and manage time.*

1. NACE website, Job Outlook 2005

[www.naceweb.org/press/display/asp?year+1005&prid+207](http://www.naceweb.org/press/display/asp?year+1005&prid+207)

***You will develop at least two (2) learning objectives for each of these categories:***

- **Interpersonal Skills:** Learning how to deal with pressure and tension in the work place, how to communicate what you know to strangers, and recognizing adaptive and mal-adaptive techniques for dealing with other people.
- **Specific jobs competencies:** Particular understanding or work skills you would like to develop enhance or master.
- **Career Exploration:** First hand observation of the daily routine of professionals in a company/organization environment as well as direct involvement in the types of work, knowledge of job opportunities, familiarity with career oriented literature and organizations.
- **Broadening Horizons:** Understanding the legislative process, familiarity with the bureau, public agencies, social programs, etc.
- **Learning About Work:** How to survive the complex hiring process, understanding fringe benefit and personnel policies that affect your welfare, and/or laws concerning employment.

Your learning objectives are due by January 31, 2008. Please email them to: [marilyn.kritzman@wmich.edu](mailto:marilyn.kritzman@wmich.edu)

## **2) Monthly logs or journals:**

**Ongoing submission of logs/journals and final log/journal which verifies the total amount of hours worked during the internship:**

- You are expected to submit a minimum of four logs/journals during your internship. Three logs/journals (February, March, April) should include dates and times worked, progress made toward meeting learning objectives, the types of assignments completed, problems encountered, and suggestions for improvement (see appendix 1). The total number of hours worked should be recorded.
- Logs should be submitted the first day of each month (February 1, March 1, April 1)
- **You should retain a copy of these logs/journals.** You will incorporate these into your portfolio.
- Your final log (Appendix 5) is the verification log which should be completed, signed by you and your on-site supervisor and should accompany the final portfolio.
- If the total number of hours are not verified or do not meet/exceed the minimum number of hours necessary for the internship, you may receive an **Incomplete**.
- Your logs/journals should be free of spelling, grammar and punctuation errors, and should also be typed.

- **Note: If your internship spans multiple semesters/sessions, logs/journals should be submitted during the entire internship. If this is the case, submit logs/journals the first day of every month during the internship.**

### **3) On site internship supervisor's mid-internship evaluation:**

- You are provided a blank mid-internship evaluation (Appendix 4 B). You should request that your supervisor complete the mid-semester evaluation, discuss it with you and then forward it to Marilyn Kritzman according to the course calendar.
- If you request that your intern supervisor complete an evaluation and they do not, please contact Marilyn Kritzman to discuss alternatives promptly.

### **4) Portfolio (which meets submission guidelines):**

- At the end of your internship, you will be expected to submit a portfolio. Review the guidelines provided (Appendix 2).
- Portfolios will be evaluated based on work submitted, content, professional quality, grammar, spelling and punctuation.
- Your final portfolio may be used during additional internship or employment interviews. This final product should reflect content and quality to be used in such settings.
- You may receive an incomplete if your portfolio is submitted after the due date and there is not enough time to evaluate your work before grades are due.

### **5) On site internship supervisor's final evaluation:**

- You are provided a blank final internship evaluation (Appendix 4B). You should make a copy and include the due date of the final-internship evaluation. You should request your supervisor complete the evaluation, discuss it with you, and then forward a copy to Marilyn Kritzman according to the course calendar.
- If you request that your intern supervisor complete an evaluation and they do not, please contact Marilyn Kritzman to discuss alternatives promptly.

### **6) Final paper (which meets submission guidelines):**

- A final paper assessing your internship experience is required at the end of the internship. Guidelines for the final paper are provided (Appendix 3).
- Your paper is submitted as part of your portfolio.

**Grades:** All internships will be evaluated as credit/no credit only. If you receive credit for your internship, you will receive credit hours toward graduation. If you do not receive credit for your internship you will not credit hours toward graduation. In either situation, your grade point average is not affected. (For further information, please refer to your undergraduate catalog).

**Learning disabilities/special needs:** If you believe you have a learning disability and it has not been registered with the university, please contact the Office of Disabled Student and Resource Services, located in Woodlawn Place near the Sindecuse Health Center.

## Calendar Spring Semester 2008

Classes begin	January 7, 2008 @ 8 am
Learning objectives due	January 31, 2008
Log # 1 due	February 1, 2008
Log # 2 due	March 1, 2008
Mid internship evaluation due	March 7, 2008
Log # 3 due	April 1, 2008
Final internship evaluation due	April 24, 2008
Portfolio due	April 24, 2008
Semester ends	April 25, 2008
Grades reported	April 29, 2008 @ noon
Portfolios available for pick up outside 322 Sprau Tower	April 29, 2008 after 1:00 pm

### **Evaluation of your internship site:**

One of the goals of our internship program is to engage you in meaningful work environments which will help prepare you for full-time employment after graduation.

Appendix **Four A** is an assessment which should be submitted with your portfolio. You may want to put it in a page protector and submit it immediately behind your paper.

This information will be used as the internship program progresses to strengthen the internship experiences. Your individual evaluation will not be shared with your internship supervisor.

# Appendix 1

**Internship Log/Journal # \_\_\_\_\_ (fill in the number here)**  
**\_\_\_\_\_ Semester 20\_\_ (fill in current semester here)**

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Interning Organization:** \_\_\_\_\_

**Month of \_\_\_\_\_ (fill in the dates here): Total number of hours for the month:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Time of Arrival:** \_\_\_\_\_ **Time of Departure:** \_\_\_\_\_  
(List all dates, times of arrival and times of departure)

**Assignments/responsibilities:**

**Accomplishments:**

**Progress toward submitted learning objectives:**

**Problems/suggestions for improvement:**

## **Appendix 2**

### **Com 4990 Final submission guidelines for portfolios submitted to Marilyn S. Kritzman**

- 1). Your final project should be portfolio quality.
- 2). Previous submissions that have been well prepared had the following characteristics:
  - Submitted in a 3 ring binder
  - All items were page protected
  - Sections were identified
  - There was a table of contents
  - The front and side were both identified

3).The front cover included the following information:

**Internship Portfolio**  
**School of Communication (replace with name of interning organization)**  
**Com Day 2007 (replace with name of project, or omit)**

**By**  
**Marilyn S. Kritzman (replace with your name)**

**In partial fulfillment of the requirements for**  
**Com 4990: Internship**  
**Western Michigan University**  
**Professor: Marilyn S. Kritzman**

**April 13, 2008 (replace with your date of submission)**

#### 4). Contents should include:

A). Table of contents

B). Sections which are tabbed and labeled:

- Section 1: Copy of Internship job description and/or internship contract
- Section 2: Completely compiled logs
- The end of the log should include the total number of hours worked during the internship
- Section 3: **Copies of all work produced** (This could be copies of press releases, meeting agendas and minutes, press kits, copies of event planning to do lists, sample project management information, certificates from training, thank you, performance evaluations, ads, signs, posters, etc., letters of appreciation or positive responses from clients, and co-workers).  
**If your internship has a media component, clips of work may be submitted instead.**
- Section 4: Final paper

## Appendix 3

### Final Paper Guidelines

#### *Overview:*

Your final paper gives you an opportunity to reflect upon what you have learned during your internship and how it relates to your educational experience in the School of Communication at Western Michigan University.

#### *Length:*

6-8 pages

#### *Outline:*

Your paper should give you ample opportunity to reflect upon your internship experience. To this end, the following topics should be included in the summary of your experience.

- Introduction
- What I learned
- What I liked
- What I didn't like
- Conflict
  - Describe a conflict and explain how you resolved it.
- Coursework
  - How did your internship relate to your Communication courses?
- Would you recommend this internship experience to other students? Why or why not?
- Final observations and conclusion

#### *Grammar and Style:*

This paper is written in the first person voice. While this paper is not a traditional academic paper, it should be clear, well-written, grammatically correct, and proofread. It should be double-spaced, have standard one inch margins, and use 12 point font. You should also include a cover page.

## Appendix 4 A

### STUDENT EVALUATION OF INTERNSHIP SITE

(This evaluation is confidential and will not be shared with your internship site)

Interning organization: \_\_\_\_\_

Name of internship supervisor: \_\_\_\_\_

Your position in organization: \_\_\_\_\_

Date: \_\_\_\_\_

Your name and e-mail address: \_\_\_\_\_

For the questions below, please circle the choice that represents your opinion and then please put a short explanation of each.

1	2	3	4	5	6
Strongly agree	agree	neutral	disagree	strongly disagree	Not Applicable

1. I was given responsibilities that were challenging and meaningful.

1	2	3	4	5	6
Please explain					

2. I had the opportunity to learn about the leadership and values of my organization.

1	2	3	4	5	6
Please explain					

3. I was able to apply my skills and knowledge in the work environment.

1	2	3	4	5	6
Please explain					

4. My work environment was supportive.

1	2	3	4	5	6
Please explain					

5. My internship supervisor was accessible and interested in my progress.  
1                    2                    3                    4                    5                    6  
Please explain

6. My workload demands were reasonable.  
1                    2                    3                    4                    5                    6  
Please explain

7. I would recommend this site to other interns.  
1                    2                    3                    4                    5                    6  
Please explain

8. What I learned in my classes was helpful and relevant to the assignments and time spent in my internship.  
1                    2                    3                    4                    5                    6  
Please explain

9. My internship helped me prepare for future employment.  
1                    2                    3                    4                    5                    6  
Please explain

10. My internship experience allowed me to make positive progress on my learning objectives  
1                    2                    3                    4                    5                    6  
Please explain

Appendix 4 B  
**SUPERVISOR'S EVALUATION OF STUDENT'S INTERNSHIP  
 PERFORMANCE**  
**SCHOOL of COMMUNICATION**  
 Western Michigan University  
 Kalamazoo, Michigan 49008-5318

Please mail back by: \_\_\_\_\_

Student Name \_\_\_\_\_ Telephone # \_\_\_\_\_

Internship Dates: Started: \_\_\_\_\_ Ended: \_\_\_\_\_ Approx. hrs. worked: \_\_\_\_\_

Supervisor: \_\_\_\_\_ Telephone \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_

Email address: \_\_\_\_\_

**DIRECTIONS:** Please rate the student comparing him/her with other students of comparable academic level, with other personnel assigned the same or similarly classified jobs, or with your organization's standards for a trainee.

**Relations with others**

- Exceptionally well accepted
- Works well with others
- Gets along satisfactorily
- Has some difficulty working with others

**Judgment**

- Exceptionally mature
- Above average in making decisions
- Usually makes the right decision
- Often uses poor judgment
- Consistently uses bad judgment

**Initiative**

- Exceptionally able as self-starter
- Frequently initiates ideas or action
- Usually is self-starter
- Often must be told to take action
- Consistently lacks initiative

**Quality of Work**

- Excellent
- Very good
- Average
- Below average

**Quantity**

- Excellent
- Very good
- Average
- below average

**Attendance**

- Regular
- Irregular

**Punctuality**

- Regular
- Irregular

**Attitude - application to work**

- Outstanding in enthusiasm
- Very interested & industrious
- Average in diligence & interest
- Some what indifferent

**Dependability**

- completely dependable
- above average in dependability
- usually dependable
- sometimes neglectful or careless
- Unreliable

**Ability to learn**

- learns very quickly
- Learns readily
- Average in learning
- rather slow to learn
- Very slow to learn

Highlight a few of the **specific strengths** (accomplishments, unusual talent/skills, curiosity, willingness to learn, personality traits, and so on) that this student has shown during the internship?

Please comment on the progress this student intern made on their submitted learning objectives?

Please comment on **any problems** encountered during the internship. Were these problems resolved or managed successfully?

Was this internship **mutually beneficial** for both the intern and your organization?

Overall Performance: Unsatisfactory Marginal Average Very good Outstanding

What letter grade would you assign for this intern's work: \_\_\_\_\_?

If you had an entry-level opening in your organization, would consider this person for the position? Please circle:

Yes, with enthusiasm

Might consider

No

Signed \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_  
(Supervisor)

**NOTE:** Please mail completed evaluation in your company's envelope directly to:

**Professor Marilyn S. Kritzman (marilyn.kritzman@wmich.edu)**

**School of Communication  
Western Michigan University  
1903 W. Michigan Avenue  
Kalamazoo, MI 49008-5318**

**Or**

**Fax to (269) 387-3990**

## Appendix 5

**Com 4990**  
**School of Communication**  
**Western Michigan University**  
**Verification of Internship Hours**

(You may add or subtract weeks to fit your internship schedule)

Week worked (include date)	Number of hours worked
Week # 1	
Week # 2	
Week # 3	
Week # 4	
Week # 5	
Week # 6	
Week # 7	
Week # 8	
Week # 9	
Week # 10	
Week # 11	
Week # 12	
Week # 13	
Week # 14	
Week # 15	
Week # 16	
Week # 17	

I certify that the hours entered above have been completed toward my Com 4990 Internship.

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Student intern

Date

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On-site internship supervisor

Date