



SAINT LOUIS UNIVERSITY
MADRID

CMM 4910 Communication – Internship

Division: Humanities and Social Sciences

Course name: Communication Internship

Professor: Daniel Chornet

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Course Code: CMM 4910

Prerequisites: All Communication core classes (15 hours) completed plus one additional Communication course (3hours) in area of career interest. GPA of 2.65 overall and 2.85 in communication courses.

Credit Hours: 0-6

Course Objectives: Students gain valuable on-site experience in a profession in which they have career interest. They complement their academic learning by relating it to the workplace. Students create or revise resumes to gain the attention of potential employers and to make the necessary impression. They learn the importance of cover letters and follow-up correspondence and receive advice in writing these 2 documents. They learn the do's and don'ts of interviewing, and gain confidence in the procedure by making several contacts for interviews. Students can add valuable work experience to their resumes and make excellent contacts for future reference. Many internships provide good sources of recommendation for employment upon graduation. Internships also offer students a good test of career possibilities, especially when the students obtain multiple internships. Sometimes they find out what they don't want to do.

Text/Readings: No textbook is required. Students are required to visit web sites of potential internship sites prior to interviewing. They also are directed to the Career Services site, which provides complete information on procedures and policies as well as information on approved sites by category. Resume writing guides are available, and students are provided with the department internship brochure. Students can review critiques of most internship sites from former interns (on file in office of Internship Director). Proper preparation for personal presentation to a potential employer is an important part of the internship process. "Prepare for success" is a good motto for the program.

Course Outline:

Course Work Procedure: To gain three credit hours, students must complete 150 hours of work at an approved internship site (approximately 10–12 hours per week). To qualify, a student must have completed 18 hours of communication courses, included all core courses, and achieved a GPA of 2.65 overall and 2.85 in communication. Each intern applicant must follow supervised procedures in resume preparation, cover letter writing and interviewing. Career Center counseling is encouraged. Students are required to submit a resume and a sample cover letter for the Internship Director's review and editing and receive instruction in interviewing.

- A daily log. The daily log must be sent every two weeks to the Professor. In the daily logs, students should not only describe what they did, but also reflect on it and describe their perceptions of the experience. Additionally, students should demonstrate that they are aware of how their internship experience complements their major and at the same time, how their major

has provided them with the tools to perform successfully in the internship.

- An evaluation report is due at midterm from the intern's supervisor.
- **Meeting with Professor**
When you are at least halfway done with your internship, you must schedule a meeting with Dr. Chornet to discuss your development in the internship. Consider what you have learned throughout your studies, how that compares to what you have experienced on the job, and how you have implemented the theories and concepts you learned in class.
- Upon completion of 150 hours, the intern submits a four-page critique of his/her experience and a final evaluation from the internship supervisor. These final critiques remain on file for the future reference by students who may be interested in the specific sites in subsequent semesters.

Grading is Pass/Fail. Students can qualify for two internships, but only one is accepted as part of the required 40 hours for communication. The two internships must be with two different employers.

Attendance Policy:

Work Requirements: To gain three credit hours, students must complete 150 hours of work at an approved internship site (approximately 10–12 hours per week). The organizations approved as internship sites are aware that schedules must be flexible to allow students to attend classes, prepare for and take exams, and take advantage of holidays, etc. Students and site supervisors meet to agree upon work schedules for mutual satisfaction. Students are then obligated to follow through and be on site as agreed upon, and to give sufficient advance notice if a conflict occurs or personal issues (such as health problems) interfere. In other words, students are expected to be responsible and fulfill scheduling obligations. Students are expected to keep a daily work log for reference when writing midterm and final reports.

Grading and Assignments: Grading is pass/fail. This is because there is no way for the Internship Director to accurately judge performance on site. Performance analysis is based on reports from students and from internship site supervisors. Organization site supervisors evaluate the students' performance based on uniform criteria supplied by the communication department internship director, which includes a standard rating scale. These evaluations are submitted at midterm and upon completion of the internship along with the students' internship activity reports. Concerns or problems will be addressed when evaluations or reports indicate unsatisfactory performance by the student or by the personnel at the site, or if either party fails to meet expectations. In this case, the department Internship Director determines proper action based on discussions with the student and site supervisor. This may involve a simple phone call to resolve issues, or in extreme cases may require withdrawing the student from the internship and relocating the student to another site. This has happened only on rare occasions, but the interests of the students must be protected, and the reputation of the school and the department must be maintained. Sites that do not meet the standards of the department will not be approved for credit.

Students are encouraged to report internship experiences to the Internship Director informally throughout the semester. Drop-in visits during posted office hours are recommended. Students or site supervisors should report concerns as early as possible so that they can be resolved immediately. Problems should not wait for midterm or final reports.

Summary: An internship is a valuable resource in preparing you for a successful career in the dynamic and expansive world of communication. It often is difficult to secure a meaningful job upon graduation because employers usually look for experience. New college graduates seldom have work experience related to their career interests. An internship provides an opportunity to get that important experience. Even if the company with which you have completed your internship does not hire you, the experience listed on your resume may lead to many other job openings. The contacts made during the internship give you excellent references and possibilities for networking. Today's competitive conditions almost demand that students complement their formal education with career related experiences. An internship provides the important transition from the academic environment to the work environment. The internship has become the preferred method of screening and selecting for both student and employer. In talking with many businesses, "60 Minutes" interviewers found that without an internship, a graduate may find chances of entry employment greatly diminished. With so many thousands of graduates trying to step from academic life into business life, an internship could make the difference in your efforts.