

## COMM & MDIA 3997

### Internship in Communication & Media Studies Course Syllabus

#### Instructor Contact Information

**Internship Coordinator:** Jacqueline (Bruscella) Bishop, Ph.D.

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**Office:** HIRC B11B

**Office Hours:** varies by semester; please make appointment via my [Calendy page](#).

***“TELL ME, AND I WILL FORGET. SHOW ME, AND I MAY REMEMBER.  
INVOLVE ME, AND I WILL UNDERSTAND.” -Confucius***

#### Course Description

This course is designed to provide the student with an internship experience related to their academic and career interests. This experience allows the students to apply, in the professional setting, the theory, principles and practice learned in the classroom and to extend and develop this learning by performing or closely observing performances of roles to which they have tentative or definite career commitments. Internships must be approved by the Internship Coordinator, Department Chair, and the Dean of the School of Liberal Arts.

#### Pre-Requisites

Student must be of Jr./Sr. standing and have at least a 2.0 GPA both in major and overall. *For additional guidelines, please see the SUNY Oneonta Undergraduate Internship Application.*

#### Learning Objectives

An internship is an opportunity for students to gain practical experience in their chosen field of study. Typically, a student will find an organization in an area closely related to their university studies or future career interests and work for them for a limited period of time under the supervision of an internship supervisor. In an internship, a student will provide meaningful work to a company while receiving guidance, feedback, and career mentorship from their respective employers.

#### Learning Objectives for an internship in Communication and Media are as follows:

- Cultivate an understanding of industry trends and practices
- Strengthen verbal and written communication skills
- Learn to participate effectively as a team member
- Build a strong professional network
- Understand, observe, and practice the ethical standards of the internship site
- Develop transferable skills for future employment opportunities
- Develop leadership and project management skills

**\*\*Please note:** since all internships and internship placements are different, students are encouraged to consult their academic advisor, the internship coordinator, and their internship

site supervisor while completing their learning agreement and crafting their learning goals. If additional goals are warranted, please feel free to list them as part of your learning agreement. The most effective goals are SMART-IE (Specific, Measurable, Attainable, Results-Focused, Time-bound, Inclusive, and equitable). The “site specific duties” that you’ll complete throughout your internship should be tasks that will help you reach those learning objectives.

### Course Expectations and Policies

- ✓ **Competent Communication:** This is a course in communication, first and foremost. Thus, messages and displays of competent and professional communication matter at all times; whether that is communication between student and internship coordinator, or communication between student and site supervisor and coworkers at the internship site. Messages characterized as competent are ethical, polite, inclusive, and respectful. You are no longer just representing yourself, but SUNY Oneonta.
  
- ✓ **Terms and Conditions:** The student is expected to abide by the following terms and conditions as put forth by the College Undergraduate Internship Application.
  1. The College cannot guarantee that every student who applies will be approved.
  2. Faculty members, the student’s immediate family, or employees of the student’s immediate family may not serve as on-site internship supervisors.
  3. Students enrolled in an approved SUNY Oneonta internship are liable for Oneonta tuition and fees.
  4. A maximum of 16 internship credits may be applied to the undergraduate degree.
  5. Credit is granted for successful completion of course requirements, fulfillment of course learning outcomes, and a minimum of 40 hours of internship activity per credit.
  6. Eligible students may register for a maximum of 15 credits of internship during the fall or spring terms; a maximum of 12 credits during the summer and a maximum of 4 credits may be earned during the winter term.
  7. The SUNY Oneonta Internship Learning Agreement must be submitted for approval to the academic department concurrently with the Internship Application form.
  
- ✓ **Grading Policy:** This course is Pass/Fail. Students are required to fulfill three academic requirements in order to earn a “passing” grade. For more information on these assignments, please see the course’s D2L Brightspace page once enrolled:
  1. A series of weekly logs (submitted each week, by Sunday at 11:59pm)
  2. A final reflection paper (submitted at the conclusion of your internship)
  3. A completed site-supervisor evaluation\* (submitted at the conclusion of your internship)

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\* The “Intern Performance Evaluation” form generally does not impact a student’s grade. However, in the rare occasion that a student’s performance does not meet, or is below, agreed upon expectations, a further discussion about the student’s “passing” grade might be warranted.