Course Description

Practical experience in the communication field through placement in a position of employment.

Student Learning Objectives

The goal of this course is to give students hands-on experience in the field of communication. This internship will provide valuable training and professional experience. Upon successful completion of the course, students should be able to:

- Demonstrate professional skills in the field of communication.
- Explain duties completed and skills developed through work logs and evaluative essays.
- Evaluate/assess the strengths and weaknesses of the organizational setting.

Texts/Readings

Website: Course assignments, discussion notes, and other pertinent messages will be posted on Blackboard. Students should verify that they receive Blackboard notifications and should check for messages daily.

Major Course Requirements

This course is graded credit/no credit. You must earn at least 70% of the total points to receive a grade of “Credit.” Assignment descriptions/requirements appear on the 3rd & 4th pages of this syllabus.

Midterm Communication Audit 50 points
Monthly Work Logs (3 at 20 points each) 60 points
Internship Portfolio 100 points
Supervisor Evaluation REQUIRED

Total Points: 210

Grade Calculation:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage of Total Points</th>
<th>Points Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>CR</td>
<td>90%</td>
<td>189 – 210 points</td>
</tr>
<tr>
<td>CR</td>
<td>80%</td>
<td>168 – 188 points</td>
</tr>
<tr>
<td>CR</td>
<td>70%</td>
<td>147 – 167 points</td>
</tr>
<tr>
<td>NC</td>
<td>60%</td>
<td>126 – 146 points</td>
</tr>
<tr>
<td>NC</td>
<td>50%</td>
<td>000 – 125 points</td>
</tr>
</tbody>
</table>

Course Policies: Attendance

Attendance

- To receive credit, students must satisfactorily complete 120 hours of work, verified by the on-site supervisor.
- Attendance and punctuality are required in the professional world. You will negotiate your work schedule with your on-site supervisor. As with any professional position, you are expected to work in accordance with your schedule and to be on time for all work sessions. Internship termination by your employer, excessive absenteeism, and/or lack of punctuality will result in a grade of “No Credit” being assigned for this course.

Assignment Due Dates

- All assignments for the internship course are due on the date shown on the course syllabus. Assignments are due on the exact date and at the exact time (if applicable) and in the exact form (electronic or hard copy) noted on the syllabus. If an assignment is late, missed, or in the incorrect form, the student will not receive credit for the assignment.
In the event of an extenuating circumstance, students may contact the professor at least 24 hours before an assignment is due to ask for permission to turn in an assignment past the deadline. If the professor grants this extension, all work is due within 7 days of the original deadline.

**Academic Integrity/Plagiarism**

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a failing grade (0) on the assignment. Any student receiving more than one “0” for academic dishonesty or plagiarism will fail the course and may be expelled from the program. Note: All violations of academic honesty will be reported to the Dean and Office of Student Affairs who maintains document of such offenses for at least 5 years.

**Disabilities Accommodations**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Dropping a Course**

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

**Grade Appeals**

As stated in University Procedure 13.02.99.C2.03, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.03, Student Grade Appeals. These documents are accessible online at: http://academicaffairs.tamucc.edu/rules_procedures/assets/13.02.99.C0.03_student_grade_appeals.pdf. For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s office in the college in which the course is taught. For complete details on the process of submitting a formal grade appeal in CLA, please visit the College of Liberal Arts website, http://cla.tamucc.edu/about/student-resources.html.

**Statement of Academic Continuity**

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi, this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Statement of Civility**

Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that
is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

**FOR COMM 4399 STUDENTS:**

**Academic Advising**

The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466.

**FOR COMM 5399 STUDENTS:**

**Academic Advising**

Students pursuing the Master of Arts in Communication will be paired with a graduate faculty member advisor in their first semester. Students should contact their advisors within the first two weeks of a semester to arrange a meeting during which degree plans, tracks, and opportunities for professional development should be discussed. If you have a question as to who your academic advisor is, contact Dr. Stephanie Rodriguez, Graduate Coordinator (361-825-5753; stephanie.rodriguez@tamucc.edu). To finalize your degree plan and register for graduation, you must also meet with the Graduate Student Academic Advisor in the Academic Advising Center for the College of Liberal Arts. This office is located in Driftwood 203E and can be reached at (361) 825-3466.

**Assignment Descriptions**

**Midsession Communication Audit (50 points)**

At midsession, students must submit a 6-8 page (typed, double spaced, 12 point Times New Roman font, 1-inch margins all around) communication audit essay. The purpose of this essay is for students to make connections between the Communication curriculum and the internship experience. In this paper, students must use the following headings: Course Connections; Organization’s Strengths and Weaknesses; Personal Strengths and Weaknesses. Within these headings, students must discuss:

- Specific examples of course material (from Communication, Media, Public Relations, Production, and/or Digital Journalism courses) that they are drawing upon to complete internship duties,
- A discussion of the organization’s communication-related strengths and weaknesses
- A discussion of the intern’s personal communication-related strengths and weaknesses that are emerging during the internship experience

Midterm Communication Audits must be submitted by 11:59pm on Friday, October 12 to Dr. Maresh-Fuehrer via e-mail (michelle.maresh-fuehrer@tamucc.edu)

**Monthly Work Logs (3 at 20 points = 60 points)**

Work logs are a brief description of the assignments and tasks students are completing at their internships and the number of hours that they have worked. Work logs should be completed each day that that the intern works. At the end of each month, interns should compile the logs for that month, provide summative totals, and obtain their internship supervisor’s signature verifying the total hours worked. Work log entries should follow the format below:

- **Monday, September 14 – 1:00pm-5:30pm (4.5 hours)**
  - Reviewed TAMU-CC’s media plan with the *Caller-Times*
  - Worked on a spreadsheet of media contacts

- **Tuesday, September 15 – 12:00pm-5:00pm (5 hours)**
  - Worked on a spreadsheet of media contacts
  - Contacted event venues to receive quotes

  **Total Hours for the Month: 9.5**
  **Total Hours to Date: 32.75**

  Supervisor Verification: ___________________________
Signed work Logs must be submitted by 11:59pm on the last day each month (September 30, October 31, November 30) to Dr. Maresh-Fuehrer via e-mail (michelle.maresh-fuehrer@tamucc.edu). Students should keep in mind that some of these due dates occur on weekends – students should take steps to obtain their supervisor’s signature in advance of the deadline in this case. Unsigned work logs will not be accepted for credit; however, hours will be applied. Any hours worked between August 27-August 31 should be included on the September work log (Monthly Work Log #1). Total internship hours must reach 120 by the final work log (Monthly Work Log #3).

**Internship Portfolio (100 points)**

At the conclusion of the semester, students must submit a portfolio of the work that they have completed throughout the internship – suitable for inclusion in a professional portfolio for a job application. Students should speak with their internship supervisor about the types of materials that they look for when candidates submit job portfolios. Interns can use this time to ask for advice about how to “package” the various tasks that they have completed. Some examples of portfolio items include:

- Resume (include internship and duties)
- Photos with an accompanying narrative about intern’s contributions and discussion of any technology used
- Video clips with accompanying narrative about the intern’s role (such as editing) and technology used
- Copies of social media content and accompanying engagement metrics (reach, comments, shares, likes, etc.)
- Reports, calendars, budget tables, etc. composed by the intern
- Demos of radio air time/TV reporting

Final Portfolios may be submitted in electronic or hard copy, but must be submitted by Wednesday, December 5 to Dr. Maresh-Fuehrer in either Bay Hall 329 (for hard copy portfolios) or via e-mail (michelle.maresh-fuehrer@tamucc.edu) (for electronic portfolios).

**Supervisor Evaluation (REQUIRED)**

On-site supervisors will be asked to provide feedback on their intern’s skills and professionalism. Dr. Maresh-Fuehrer will e-mail the evaluation form to supervisors and they must return it to Dr. Maresh-Fuehrer for students to receive internship credit. If supervisor evaluations are not received, students will receive an “Incomplete” grade for the course until the evaluation is submitted. If the supervisor provides an overall poor rating of the intern, a grade of NC will be entered. Dr. Maresh-Fuehrer must receive Supervisor Evaluations by Wednesday, December 5.

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**COMM-4399_001 / MEDA-4399_001 / COMM-5399_001 Due Dates**

- **No Later Than Sunday, September 30**  
  Monthly Work Log #1 Due  
  (Include 8/27 – 8/31 Hours)

- **No Later Than Friday, October 12**  
  Midsession Communication Audit Due

- **No Later Than Wednesday, October 31**  
  Monthly Work Log #2 Due

- **No later than Friday, November 30**  
  Monthly Work Log #3 Due  
  (Total Hours Must = 120)

- **No Later Than Wednesday, December 5**  
  Internship Portfolio Due  
  Supervisor Evaluation Due