

# MMC 6949 – Professional Internship

## Fall 2017

University of Florida, Online Master of Arts in Mass Communication  
3 Credit Hours

**This is not the official syllabus for the internship course and is for informational purposes only. While the official syllabus may be very similar to this version, changes are to be expected. Once you are officially registered for the course, you can find the official syllabus in Canvas.**

**Instructor:** Jorie Scholnik, M.Ed., Ed.S., NCC

**Email:** [jorie.scholnik@ufl.edu](mailto:jorie.scholnik@ufl.edu)

**Please include a clear subject line so I know exactly what the email is concerning.**

Response time: I will respond to your email within 24 hours over the week. I will try my best to check email regularly on the weekends too, but plan on any email sent after 5 p.m. on Friday to be returned Monday.

Course Communication: Please use [jorie.scholnik@ufl.edu](mailto:jorie.scholnik@ufl.edu) if you have any individual questions about the course. This will also be the email address you use to copy me on your weekly internship emails (more about that later in the syllabus). There will be discussion forums in Canvas to receive feedback from your classmates on your internship projects.

**Office Hours:** By appointment on Connect – [https://uflcoj.adobeconnect.com/mamc\\_internship/](https://uflcoj.adobeconnect.com/mamc_internship/)  
I am reserving Tuesdays from 6:30 – 7:30pm EST for office hour appointments, but I am *always* open to scheduling additional meeting times. To set up an appointment, please email me at [jorie.scholnik@ufl.edu](mailto:jorie.scholnik@ufl.edu). I encourage you to check-in and take advantage of office hours to assist with:

- questions or concerns about your internship (ex. hours, forms)
- communicating with your supervisor
- proposing a new idea at your internship
- your professional development and/or transitioning your internship to a full-time job
- general internship advice

**Instructor Bio:** I currently work as an associate professor at Santa Fe College, where I teach career development courses, take part in campus-wide committees and lead a study abroad program. I also work as an adjunct professor within the College of Journalism and Communications at UF. I developed the internship program (MMC6949), freelancing/professional development course (MMC6936), and personal branding/professional development course (MMC6936) with the goal of providing students with real-world experiences and professional development skills. For nine years, I worked as an etiquette associate at The Protocol School of Palm Beach, where I gave presentations and wrote articles about career development and business protocols. I've been published in USA Today and USA Today College, and have served as an office hours expert for LEVO League. In my spare time, I give etiquette presentations and write career-related articles as a freelancer.

Go Gators! I earned my bachelor's degree in public relations and psychology and my master's degree in counseling from UF. I also have an education specialist degree from UF and hold the National Certified Counselor distinction.

When I'm not working, I enjoy traveling, testing my interior design skills and spending time with friends/family...and I can't forget cheering on the Gators!

**Course Website and Login:** You can access our course shell in Canvas (UF e-Learning). Go to <http://lss.at.ufl.edu>. Click the blue e-Learning button. Login with your GatorLink account. This course will be in the "Courses" menu on the left navigation. You might have to click "All Courses" at the bottom depending on how many courses you have taken at UF.

Contact UF Helpdesk <http://helpdesk.ufl.edu/> (352) 392-HELP (4357) if you have any trouble with accessing your course.

**Please set up your Canvas notifications** so that you are alerted when a course announcement is posted. I will be using the announcement tool to keep you updated about the course. I will also be using Canvas for due date reminders, assignment submissions, and course material. If you are unable to find a file/link you need, chances are it can be found in the modules section of Canvas.

**Internship Website:** <http://onlinemasters.jou.ufl.edu/professional-internship/>

You can locate the internship policies and procedures manual on this site, along with all the forms and letter templates for supervisors.

**Meeting Time:**

Internship Component --- Approximately 10 hours/week, totaling 120 hours before the end of the semester.

Department Component --- The course will be set up by weeks, with each week beginning Monday at midnight and going through Sunday at 11:59pm EST. This piece of the course is **completely asynchronous** so you will follow the weekly modules on Canvas.

**Course Description:**

Completing an internship is one of the most marketable experiences you can have on your resume and it allows you to stand out during the job search. This course will give you the opportunity to complete projects related to your career goals under the supervision of an experienced practitioner in the field. By

the end of the internship, you will have first-hand knowledge of trends in the field, the skills necessary to be employable after graduation and the importance of networking. Everyone will set goals from the beginning of the course about what you want to accomplish at your internship and be able to self-reflect about the progress made at the end of the term.

Employers value job-specific skills and transferable skills when looking for an ideal candidate. This course helps with both skill sets in that you are applying the skills learned from previous courses and obtaining new job-specific skills while completing the internship. The class will hold you accountable for learning these new skills by having you write weekly summary emails, receive feedback from supervisors, and participate in discussion forums to gain new perspectives on your work.

In regards to the professionalism piece and the transferable skills, you will learn how to communicate project updates through weekly emails, participate in collaborative forums, and propose new ideas to classmates using effective writing strategies.

Emphasis will be placed on connecting internship experiences to post-graduation goals and having students articulate their acquired skills from the internship. There will also be a focus on giving and receiving feedback in a professional setting.

### **Course Objectives:**

By the end of this course, students will be able to:

- Apply their knowledge from courses in the program to internship projects.
- Articulate the job-specific skills learned from the internship experience along with lessons learned from working with clients.
- Communicate to co-workers and clients with technical and non-technical backgrounds about project updates.
- Give and receive feedback in an appropriate manner while in a team setting.
- Link the importance of learning job-specific skills to their professional growth and ability to gain a clearer career path.
- Develop a professional SWOT analysis, comparing their skill set and goals pre- and post-internship.

### **Course Structure/Instructional Methods:**

In regards to the internship, **students should constantly be referring back to the internship policies and procedures manual located on Canvas.** Students need to work the equivalent of 10 hours a week between the start and end dates of the semester, totaling 120 hours. Students will send two emails a week informing their supervisor of their weekly goals and progress on their projects. There is an expectation/requirement that students are seeking regular feedback on their work and are open to suggestions for improvement. **Please use the shared Google Sheet as an hours tracker and a basis for your supervision meetings.** Supervisors will submit two mid-semester evaluations and a final evaluation. Students should be proactive about networking and shadowing other employees at the company.

The departmental piece of the course will be set up by weeks, with each week beginning Monday at midnight and going through Sunday at 11:59pm EST. This piece of the course is **completely asynchronous** so you will follow along with the weekly modules on Canvas. Students will participate in two discussion forums that allow for feedback on their work and three discussion forums on best practices in the workplace (specific topics in discussions section).

Students will be encouraged to meet individually with the instructor on an as-needed basis to discuss internship progress, internship concerns, and/or professional development. **There will be one required meeting arranged through a Doodle Poll so the instructor and student can connect about the internship experience.** The instructor reserves the right to mandate individual meetings when necessary if there is a concern about the student's progress that can't be resolved via email.

The instructor will send out a weekly announcement to ensure everyone is on the same page about course expectations and due dates. The instructor will use the announcement section to send out any articles of interest too.

Students will submit a pre-assessment about their internship/professional goals and a final post-internship assignment that reflects on their skill development, including a professional SWOT analysis.

### **Course Expectations:**

Know the internship policies and procedures, complete internship hours in a professional manner, communicate in a timely manner with your supervisor and course instructor, be open to supervisor feedback, use netiquette when communicating online, actively participate in class discussions, submit internship forms on time, give feedback to classmates about their internship experience.

*Special note:* Even though the supervisors complete and submit the mid-semester and final evaluations, it is your responsibility to notify them of the class deadlines.

### **An extra special note about certain internship expectations:**

Communication: When you are completing hours for your internship site, you need to treat it like your job. A lot of times there will be a virtual component to the internship, or at the very least there may be times when you don't see your supervisor on a daily basis. Therefore, the communication needs to be open. You should check in at the beginning of the week with what you will be working on and send an email when a significant amount of progress has been made. At the end of the week, you should email your supervisor with the tasks/projects that you completed and your goals for the following week.

Initiative: Always think about what might benefit your internship site or what might be helpful to leave your site with after the internship ends. Yes, there will be times when you have technical issues that need to be addressed or you are waiting for feedback, but I'm biased that there is never complete down time. Taking this initiative will also make you stand out and could be the difference in a job offer.

Professionalism: You only get one professional reputation. When you are at your internship site, you need to be future-focused. Are you working in a way that will get you a letter of recommendation? Would the people at work feel comfortable giving you business opportunities in the future? You are always a reflection of yourself as a professional...and a reflection of the department.

### **Ownership of Education:**

As graduate students, you are not passive participants in this course. All students in this program have a background in marketing, advertising, public relations, journalism, or a similar field. Everyone in class

will benefit from your expertise and knowledge. If you have something to share with the class from a previous experience, reading an article of interest and/or following someone on social media, please share it with the group. We learn best from sharing resources with each other, as opposed to working in isolation.

This class also allows you to take ownership of your educational experience, where your efforts will equate to your success after graduation. You will know the due dates from the beginning of the semester. Please take personal responsibility to note the due dates and turn assignments in before the deadline.

**Required Text:**

There is not a required textbook for this course. Your internship supervisor may require you to read materials for research purposes and/or skill development.

I strongly recommend keeping up with publications highlighting current employment trends and industry updates.

**Prerequisite knowledge and skills:** Students should have taken the pre-requisite courses needed to have the appropriate skill level for their internship. If you have any questions about your eligibility, please email Tiffany Robbert at [trobbert@jou.ufl.edu](mailto:trobbert@jou.ufl.edu).

Prior to the start of the semester, students should have:

- Gone through the internship application process, which involves filling out a Qualtrics form about their internship opportunity and having their supervisor submit a letter of acceptance. The supervisor's letter will confirm that the student can reach 120 hours in 12 weeks, acknowledge the course requirements, and state some projects that the intern will be working on. The instructor will formally accept the student into the course once both of these items are reviewed.
- Been copied on an email that has orientation materials for the supervisor and the link to the shared Google sheet to track internship hours.
- Read the internship policies and procedures manual.

**Teaching Philosophy:**

Everyone has the opportunity and potential to earn a passing grade, but high quality work is expected to attain it. Therefore, special efforts should demonstrate: (a) exemplary academic and pre-professional growth, and (b) substantial contributions to the course through participation and collaboration with others.

**Course Policies:**

**Attendance Policy:**

Students should be treating their internship like a job, arriving on time and staying until the end of the work day. If working virtually, there should be a commitment to adhere to a weekly schedule so your supervisor knows when to expect project updates. When logging internship hours, the assigned projects for your supervisor should be your sole focus. Supervisors are expecting interns to make the progress appropriate for 10 hours a week. If you need to alter your internship hours, you must receive prior approval from your supervisor.

Because the department component is an delivered asynchronously online, attendance in the form of taking roll will not occur; however, students are expected to sign onto the course site at least once each day, Monday – Friday, to check for course updates in the announcements and discussion sections of the site.

**Important:** Even if your internship starts late or ends early in terms of the semester calendar dates, you are still required to participate in the course portion of the class for the entire semester.

### **Late Work and Make-up Policy:**

Deadlines are critical to this class, especially since this class centers around professionalism and interactive discussion forums. All work is due on or before the due date. Given that all assignment descriptions and due dates will be will available from the first day of the semester, **no late work will be accepted.** Extensions for deadlines will only be given for preapproved emergencies so plan on keeping up with the course calendar. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

**Issues with uploading work for a grade is not an excuse to miss course deadlines.** If you are having technical difficulties with Canvas, there are other means to submit completed work. For example, you can send an email with file attachments to demonstrate that the work was completed on time. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

**Policy for assignments that can't be emailed as an attachment if there is a technical difficulty:** Any requests for make-ups due to technical issues **MUST** be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You **MUST** e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

**Emergency and extenuating circumstances policy:** Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/>.

**Students MUST inform their academic advisor before dropping a course**, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at [trobbert@jou.ufl.edu](mailto:trobbert@jou.ufl.edu) .

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### **Coursework Submissions:**

Below is a chart that contains the course assignments, along with the corresponding percentage of your grade and method of submission. You will note that in general, most coursework should be submitted through Canvas.

Assignment Item	Percentage	Submission
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Weekly check-in and end-of-week summary emails	15%	Copy supervisor & instructor (jorie.scholnik@ufl.edu)
Weekly hours tracker with supervisor feedback	10%	Upload weekly Google Sheet to Canvas
Pre-internship assessment	5%	Canvas
Discussion Boards (3 total)	10%	Canvas
Feedback Forums on Internship Projects (2 total)	20%	Canvas
Professional Development Check-In Meeting	5%	Meet in Connect Room
Final internship assignment with professional SWOT analysis	15%	Canvas

**ALSO:** Supervisors will submit two graded mid-semester evaluations (Qualtrics link) and a final evaluation (Qualtrics link) and write-up (emailed to [jorie.scholnik@ufl.edu](mailto:jorie.scholnik@ufl.edu)). This will account for 20% of your grade. It is the intern's responsibility to communicate supervisor deadlines for the course.

**Deadlines:**

Below is a snapshot view of the assignments and their corresponding due dates. This class, like others, involves meeting deadlines and taking responsibility of managing multiple commitments. I highly recommend that you note the course due dates in a planner/online scheduler. These due dates will mirror the Canvas modules tab and Canvas calendar, which you will be held accountable for viewing regularly.

Assignment Item - Student	Deadline
Weekly check-in emails	Monday at 1pm (supervisor's time) of Weeks 1-12
Weekly end-of-week summary emails	Sunday at 11:59pm EST of Weeks 1-12
Weekly hours tracker with supervisor feedback	Sunday at 11:59pm EST of Weeks 1-12
Pre-internship assessment	Sunday at 11:59pm EST of Week 2
Discussion Boards (3)	Sunday at 11:59pm EST of Weeks 3, 7, and 11
Feedback Forums on Internship Projects (2 total)	Sunday at 11:59pm EST of Weeks 5 and 9
Professional Development Check-In Meeting	TBD during Week 6 by Doodle Poll
Final internship assignment with professional SWOT analysis	Sunday at 11:59pm EST of Week 12

Assignment Item - Supervisor	Deadline
Weekly Feedback*	TBD by student & supervisor by Sunday at 11:59pm
Mid-Semester evaluation 1	Sunday at 11:59pm EST of Week 4
Mid-Semester evaluation 2	Sunday at 11:59pm EST of Week 9
Final evaluation and write-up	Sunday at 11:59pm EST of Week 12

\*Etiquette tip: Please be mindful that your supervisor probably doesn't want to work on the weekend. Therefore, plan ahead so the hours tracker with supervisor feedback isn't dependent on your supervisor filling it out over the weekend (unless previously arranged that way).

**Grading:**

The final grade will be awarded as follows:

S = Satisfactory/Pass (85% or higher)

U = Unsatisfactory/Fail

Rounding Policy: A final grade of 84.50 – 84.99 will be rounded up to an 85, giving you a passing grade for the course.

This course will count toward your graduation requirements, but it will not change your GPA due to the S/U grading scale. Current UF grading policies for assigning grade points:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **Important to note about your grade:**

**Your final grade will be reduced by 10%\* (a full letter grade) if** a supervisor returns a negative intern evaluation at any point in the semester. The instructor will contact both the supervisor and the student to seek clarification if this occurs. However, it is considered of utmost importance that every student is completing his/her internship hours and being professional while at the site.

**You will automatically receive a failing grade in the course if** your internship is not legitimate. The assumption is that this won't happen, but it needs to be clearly stated. Examples of this would be if your internship supervisor is a personal friend "covering" for you as a supervisor, if you stop communicating with your supervisor entirely, if you are forging internship hours, or if you are double-dipping at a place of employment.

The instructor reserves the right to **deduct 5%\* of your grade** if weekly feedback sessions with your supervisor are not taking place.

\*The percentage of *the deduction will be subtracted from your final grade in the course*. For example, if you ended the course with a 92% and received a negative supervisor evaluation, your final grade in the course would be 82%.

### **Recorded Lectures:**

The instructor will post a recorded lecture video to Canvas for Week 1 and Week 2 of the semester. These videos will vary in length depending on the material. It is your responsibility to watch each of the videos.

Although it is possible to watch the video lectures at any time and at any pace, keeping up with the videos according to the schedule will be easier as they set the foundation for the graded assignments in the course.

#### Lecture topics for Week 1:

- understanding course expectations
- setting goals for an internship/being a successful intern
- getting the most out of your internship, including best practices for succeeding in a virtual environment
- writing summary emails/memos, understanding the impact of word choice and tone

#### Lecture topics for Week 2:

- communicating with and persuading co-workers/clients with a technical and non-technical background
- participating in effective business meetings with clients and/or stakeholders
- articulating your opinion and gaining confidence as an intern

Students are encouraged to meet individually with the instructor on an as-needed basis to discuss internship progress, internship concerns, and/or professional development. The instructor reserves the right to mandate individual meetings when necessary if there is a concern about the student's progress that can't be resolved via email.

### **Course Assignments and Details:**



**Weekly Internship Emails (15% of your grade):** Professional communication is stressed in this course, especially given the content that we cover. It is a best practice in the workplace to keep the communication open and there is an added layer of importance if you are working remotely or don't see your supervisor on a daily basis.

Each week, you will copy me on two emails that you send to your supervisor – a weekly check-in and an end of the week summary. Please use a clear subject line. This is not meant to be punitive toward your grade, but more of a way to get into good workplace habits. This will also serve as an added way for me to gain more insight into the work you are doing at your internship site.

The reader should have a clear understanding of the tasks you are working on and completed during the week. For example, if you worked on updating a website, as opposed to just writing that, elaborate on what exactly you updated so I can follow along. Both style and tone should be business-like. Emails should be well written and free of grammatical and spelling errors. **The check-in email is due by Monday at 1pm (supervisor's time) and the end-of-week summary email is due by Sunday at 11:59pm EST.**

For the check-in email, you should include:

- The tasks you are going to work on for the week
- Any questions you may have about your tasks
- Anything in particular that you would like feedback on this week
- When you will check in about your progress
- This could also be a good place to note any technical issues you may be having
- Note: There is not a length requirement for this email.

For the end of week summary email, you should include:

- A note about what you completed during the week (this could also serve as a basis for the feedback you receive from your supervisor)
- You may also consider if any work needs a brief explanation.
- Any considerations for your supervisor based on your work.

**Important:** I am looking to confirm that the communication is open and you are writing professionally. I will only respond to these emails if I think there is a tweak you could make to facilitate more open dialogue. For the most part, you will just see a numeric grade in Canvas for this portion of your grade.

*Weekly emails need to be submitted for every week that you work, even if you reach the 120 hours early in the semester.*

**Rubric for weekly emails:**

- 100: Both emails sent before the deadline, emails contained information about project updates, emails written in a professional tone and are free of grammatical/spelling mistakes
- Point deductions:
  - 10 for spelling/grammar errors
  - 15 for unprofessional tone/too informal
  - 20 not detailed enough (this doesn't need to be a report, but it should sufficiently check-in/check-out for the week)
  - 20 one email sent late (within 24 hours of due date/time)

- 25 both emails sent late (within 24 hours of due date/time)
- 50 only one email sent
- 100 no emails sent

**Weekly Hours Tracker with Supervisor Feedback (10% of your grade):** At the beginning of the semester, the intern, supervisor and course instructor will be added to a shared Google Sheet that will serve as an hours tracker. In the Google Sheet, there will be a space for students to fill out their weekly hours and copy their end-of-week summary email. Feel free to add any skills you may have learned as well if it will provide clarification. There will be a space for the supervisor to confirm the hours, write a quick note about their feedback, and indicate if they want the course instructor to contact them.

You will complete and submit the shared Google Sheet as a file upload to Canvas each week of your internship, starting with the first week. **Please only upload the sheet for the appropriate week.** The Google Sheet is due by 11:59 p.m. EST on the Sunday of each work week. If you do not work a week during the course of your internship, you still need to send in a report stating, “I did not work this week.” This will ensure accurate tracking of your weeks and hours. Sending in multiple weekly reports at one time is not acceptable, and will result in a lower grade for the course.

**Important:** *There should not be any “anonymous users” on the Google Sheet.* You need to submit a weekly hours tracker for every week that you work, even if you reach the 120 hours earlier in the semester.

At the beginning of the semester, sit down with your supervisor and set up a designated time each week to go over your progress. You and your supervisor should devote 20-30 minutes to meet, and this meeting can take place in-person or virtually. I encourage you to be open to feedback because that is how we learn and grow professionally, and the skills you develop at your internship site will help you after graduation. The supervisor should use the shared Google Sheet to serve as a foundation for your discussion each week.

It is considered your responsibility to remind your supervisor of this weekly responsibility to provide feedback. (Your supervisor will be watching an orientation at the beginning of the semester so this shouldn't be a surprise). The **supervisor** should fill out their portion of the Google Sheet and it should be completed **by Sunday at 11:59 p.m. EST of each work week.**

**Etiquette Tip:** If you do not work on the weekends, try to complete the hours tracker before the end of the business day on Friday. By doing this, supervisors don't have to update the sheet during their weekend.

**Note:** If you are finished with your portion of the weekly tracker and your supervisor still has to complete their section, it's okay to upload the file to Canvas. We are using Google Sheets because it is time stamped and can track edits.

**Grading of weekly hours tracker:** The hours tracker was either submitted appropriately (100%) or not submitted at all (0%). A 50% deduction will take place if hours were reported incorrectly.

If the supervisor does not confirm your hours on time, you will see a 75% as a placeholder grade until the hours are approved. If this becomes a regular pattern (more than two times), your grade will stay at 75% even if the form is updated. The best way to avoid this situation from happening is to allow your supervisor enough time to complete the tracker and keep the communication open.

Appropriate time tracking is a critical part of the course. The instructor reserves the right to deduct 5% of your grade if weekly feedback sessions with your supervisor are not taking place.

I will only respond to these trackers if I note a supervisor's comment (positive or negative) or if there is an issue with the hours. For the most part, you will just see a numeric grade in Canvas for this portion of your grade.

**Supervisor Evaluations (20% of your grade):** Mid-semester evaluations from your supervisor are due by Sunday at 11:59pm EST of Week 4 and Week 9 of the semester. The link to this form and the password will be located on the modules tab in Canvas. It is the student's responsibility to ensure the form is properly submitted.

**Rubric for mid-semester evaluations:**

- 100: Received on time, have at least 85% of the categories that apply at the satisfactory or exceeds expectations level
- 85: Report not received on time, have at least 90% of the categories that apply at the satisfactory or exceeds expectations level
- Grade deduction of 10%: Unsatisfactory or no evaluation submitted

**What if my supervisor doesn't fill out the evaluation and I reminded him/her several times?**

I understand that your grade is correlated to someone else (the supervisor) filling out an evaluation on time. If the due date is an issue for the supervisor because of work commitments or travel, please have your supervisor contact me directly in advance of the due date. There needs to be time between evaluations in order for them to be effective.

*If the supervisor just does not fill out an evaluation or there is no time period between evaluations, you will receive a grade of 85% if and only if:*

- There is mention of the mid-semester evaluation in your weekly check-in email and end-of-week summary email (Weeks 4 & 9).
- You send an email after the due date (within 48 hours) to request that the mid-semester evaluation still be completed by the end of the following week (Week 5, Week 10).

*Why would I receive an 85% in this situation? There are a few reasons:*

- Mid-semester evaluations are a critical check-in point on the department's side to ensure that the supervisor is satisfied with your work and that you are completing tasks that develop your skills and increase your marketability after graduation.
- There becomes a difficult situation if a classmate receives a negative evaluation and gets points deducted, but you get a higher grade and don't have something on file.
- The 85% mark is the passing point for the course so it allows you to still move forward.

**At the end of your internship your supervisor will also submit two documents ---**

- 1) A letter of evaluation of your performance, including confirmation of the total hours worked. This supervisor must be the same supervisor you listed on your application. A sample letter of evaluation will be posted on Canvas for you to give your supervisor to reference. The letter must be on the organization's letterhead and signed by the supervisor. The letter can be addressed to your instructor and should be emailed to [jorie.scholnik@ufl.edu](mailto:jorie.scholnik@ufl.edu).

- 2) The Final Intern Evaluation Form - The link to the form will be located in the Modules section of Canvas and the password will be emailed directly to your supervisor. Unlike the mid-semester evaluations, this evaluation will be graded on completion since there is an accompanying letter.

I highly recommend that the supervisor's final evaluations are submitted at least one week before the deadline so there is room to contact your supervisor if any questions arise. It will be the student's responsibility to remind the internship supervisor that he or she must write a letter of evaluation on the intern's performance and work as well as complete the Final Intern Evaluation Form.

**Important note:** Your instructor doesn't anticipate this happening, but the right is reserved to lower your grade by 10% (a full letter grade) if a supervisor returns a negative intern evaluation. The instructor will contact both the supervisor and the student to seek clarification if this occurs. However, it is considered of utmost importance that every student is completing his/her internship hours and being professional while at the site.

**Rubric for end-of-semester supervisor evaluations:**

- 100: Both the evaluation and the letter are received on time, letter from supervisor is positive and confirms you met the 120 hour requirement
- 80: Evaluation not received on time, letter from supervisor is positive
- 50: Only receive one item (form or letter)
- Grade deduction of 10%: Unsatisfactory or no evaluation submitted

**Pre-internship assessment (5% of your grade):** *After* watching the first pre-recorded lecture, students will fill out a self-assessment about their internship goals, professional goals, networking opportunities, and skill development. This will serve as a foundation for the internship experience and final internship assignment. The assessment will be completed on Canvas and submitted by Sunday at 11:59pm EST of Week 2. Please note that the assessment will not appear until you go through the Week 1 module in its entirety.

**Rubric for assessment:**

Each question is worth 25 points.

- 10 points for providing specific examples and supporting your claims
- 10 points for the depth of your self-reflection and analysis of your internship experience
- 5 points for sentence structure, business-like tone, proof reading your work

**Discussion Boards – Three Total (10% of your grade):** There will be three discussion forums on Canvas throughout the term, where students will need to respond to the instructor's post **and** respond to a classmate. Below is a list of the discussion board topics:




- DB 1: Trends in the field, observations about the workplace
- DB 2: Communicating with supervisors and/or clients, managing multiple opinions
- DB 3: Working with clients and/or or a current events article & reflection related to the field

These discussion forums will be a point of connection between everyone in the class and a way for everyone to reflect on professional development topics related to their internship observations. Your original post to the instructor's prompt should be **around 250 words and add analysis and insight on**

**the topic.** The post should have a business-like tone and be written in paragraph form. Please avoid using texting language and smiley faces to convey your points. *You should also include at least two questions or take-away points.* Questions should be included as a means to demonstrate how you believe the topic could have been expanded or if you have further inquiries about the topic. These questions or take-aways will also be used to provide classmates ideas for comments they may post in response to your original discussion post. You will not be able to see your classmates' responses until you post your original reaction to my prompt.

Response posts should be a minimum of one paragraph (4-5 sentences) and add value to the conversation. Saying things like, "I agree" or "good point" is a nice gesture to your classmate, but it doesn't allow for further dialogue.

## Rubric for discussion boards:

MMC6949- Internship DBs						  
Criteria	Ratings					Pts
Content of post	Post relates to prompt, all questions in prompt are answered in full 25.0 pts	Post relates to prompt, but not all questions are answered in full 13.0 pts	Prompt addresses some questions, but majority of prompt is off topic 7.0 pts	No Marks 0.0 pts		25.0 pts
Length of post	Post is around 250 words 15.0 pts	Post is not around 250 words, but contains adequate detail 8.0 pts	Post is too short to cover prompt 0.0 pts			15.0 pts
Questions or Take-away points	Questions or take-away points add to the discussion and are on topic 15.0 pts	Question or take-away point add to the discussion and is on topic, missing one question or take-away 8.0 pts	Question or take-away point off topic or don't add to the discussion 4.0 pts	No questions or take-away points 0.0 pts		15.0 pts
Response to a classmate	Response is a minimum of one paragraph, shows classmate's post was read in full, thought put into comment, comment on topic 20.0 pts	Response post on topic, but not enough detail provided 10.0 pts	Response post off topic 5.0 pts	No response post 0.0 pts		20.0 pts
Value added to the original discussion	Response post continues the dialogue and offers new insights 10.0 pts	Response post shows confirmation or validation, but does not offer any additional input 5.0 pts	Comments are very basic (ex. "I agree," "I feel the same way") or no comment at all 0.0 pts			10.0 pts
Professionalism (business-like tone, sentence structure, spelling, grammar)	Tone is business-like, good sentence structure, proof read for spelling and grammar 10.0 pts	Tone is business-like, but multiple spelling and grammar mistakes 5.0 pts	Tone is not business-like, multiple spelling and grammar mistakes 0.0 pts			10.0 pts
Timeliness of post	Post reflects recent experiences and events 5.0 pts	Post does not relate to current events or current internship experiences 0.0 pts				5.0 pts
<b>Total Points: 100.0</b>						

**Note:** There will also be two open discussion boards throughout the semester, where participation is completely optional.

The first discussion board will be a place for you to introduce yourself, talk about your internship and the projects you will be working on, and your goals for completing your internship.

The second discussion board will be a place for you to post questions you may have about your internship projects or any current event articles that you are reading. For example, you can ask if anyone has ever used X to complete Y. The instructor will have access to this forum and read it, but it will be student led so you can bounce ideas off each other. *Please do **not** use this forum for class-related questions or mistake it for the feedback forum assignment.*

**Feedback Forums on Internship Projects – Two Total (20% of your grade):** These forums are a way for students to share more about their internship experience and receive valuable feedback from their peers. Each discussion forum will be open for a few weeks to account for students starting their internships at different points and coming across a project needing feedback. A sample feedback forum post and classmate response post will be provided on Canvas as a reference.

**Due by Sunday at 11:59pm EST of Week 5 and Week 9:** Students will post information about a project they are working on, the progress made to date, and items that they would like feedback on. Students will provide links and/or screen shots in the discussion forum so their classmates can follow along.

*Students will need to respond to another classmate and provide concrete feedback and suggestions. Consider what would help you in this situation and aim to write that level of a response.*

Please do not wait until the last minute to work on this forum because your classmates will be waiting for your post. Please also share the wealth in regards to giving feedback. If one post has multiple feedback suggestions, perhaps another student will benefit from some comments more...

**Due by Sunday at 11:59pm EST of Week 6 and Week 10:** After receiving feedback, students will need to respond to their own post to share how they are moving forward on the project and how they have communicated updates to their supervisor. There is also the expectation that some of the feedback you received will be shared with your supervisor in the corresponding weekly emails.

As you are going through your internship, please keep this assignment in mind. You will need to have something to share for each forum that allows for feedback. I highly encourage you to email me to see if a project is suitable for the feedback forum. However, it will ultimately be up to the student to select a project that is appropriate in scope for feedback.

**Rubric for feedback forums:** \*The rubric is below. My actual comments for this assignment will come from a professional perspective, considering the client, supervisor and project goals. As part of the feedback to a classmate post, students are encouraged to respond to the technical *and* professional components.

Criteria	Ratings				Pts
Project Selection	Selected project that has depth, selected project that would benefit site and supervisor 15 pts	Project relevant to site and supervisor, but requires a quick fix 5 pts	Project is already complete or project scope too small 0 pts		15 pts
Description of Project	Classmates understand all aspects of project (goal, client, audience), progress made to date, any feedback that supervisor has already provided 15 pts	Classmates understand basis of project, but don't have supporting details to know the full scope 8 pts	Minimal information about project was provided, classmates left asking questions in order to provide better feedback 4 pts	Description of project unclear or not provided 0 pts	15 pts
Articulation of feedback desired	Classmates have a clear direction about feedback needed, articulated what was already tried and/or rejected 10 pts	Feedback needed is clear, but classmates don't know what was already tried or don't know any technology limitations 7 pts	Classmates need more clarification about feedback needed 5 pts	Student is not clear about feedback s/he is seeking 0 pts	10 pts
Supporting materials (links, screen shots)	Student included links, screen shots, analytics, etc to give more detail about project 15 pts	Supporting materials were provided, but more understanding about materials is needed 8 pts	Minimal supporting materials were provided 4 pts	No supporting materials were provided 0 pts	15 pts
Feedback to a classmate	Direct suggestions were provided, response based on reason, post provided clarity to classmate 20 pts	Direct suggestions were provided, more detail needed as justification for opinion stated in post 10 pts	Work is complimented, but no suggestions/action items offered 5 pts	No feedback to a classmate was provided 0 pts	20 pts
Forum update about progress made	Student took action steps to implment feedback, update was shared on forum 15 pts	Post about progress was made, but nothing concrete to show for it 12 pts	No post about progress made or no action step taken 0 pts		15 pts
Communication to supervisor about feedback and updates	Feedback from class was articulated to supervisor 10 pts	Feedback from forum was not communicated to supervisor 0 pts			10 pts



### **Professional Development Check-In Meeting (5% of your grade):**

Every student will have an individual meeting with the course instructor during Week 6 of the semester. At the beginning of Week 5, you will receive a Doodle Poll that has options for meeting times. After gathering the results, a class announcement will be posted with the final meeting days/times for each student. Please allot a full 30 minutes for the meeting (although it may not take that long).

The student and instructor will meet on Connect for the meeting. Please make sure your webcam and mic is working properly. It is important to note that this meeting is correlated with your grade so it will be essential to be on time, especially if back-to-back meetings are scheduled. Since this specific time will be blocked off just for you, rescheduling the meeting will result in an automatic 15 point deduction.

There is nothing to formally prepare for this meeting, and the meeting is not meant to be punitive in nature. It is really just meant to be a discussion about your internship and your professional development. Some topics that may be covered in this meeting:

- An internship update – How are things going with your supervisor? The tasks? Your skill development?
- Using the internship experience for your job search – What are you learning? Who can you network with?
- Your professional development – What are your plans post-graduation? Are you hoping to stay on at your internship site?

**NOTE:** I am available for questions about the class or assignments via email or Connect meetings, but this particular *meeting is NOT for discussing assignments*. The focus of this meeting is to discuss the three bullet points above, and the conversation will not stay focused on the objectives if we start talking about assignments.

#### **Rubric for meeting:**

- 100: Arrived on time, working webcam and mic, able to discuss internship and professional goals
- 15: Meeting needed to be rescheduled
- 10: Arrived late to meeting (or could not stay full 30 minutes)
- 10: Webcam and/or mic not working properly

### **Final internship assignment with professional SWOT analysis (15% of your grade):**

You will answer a series of questions on Canvas about your internship. The questions will be self-reflective in nature. The focus of the questions will be on your internship's value, the skills learned, and how you will use this experience to your benefit after graduation. You will also comment on anything you liked and/or disliked about your internship experience.

One question in particular will include space for you to conduct a professional SWOT analysis after completing the internship. You will also have the opportunity to reflect on your pre-internship assessment and if you met some of your goals. Other questions will highlight a favorite work sample from your internship and allow for discussion about what you learned professionally from the internship in regards to best practices in the workplace.

The answers should be written in paragraph form and the SWOT analysis should be included as a chart. Since this is the final component of the course, it is important for this paper to have a business-like tone and contain proper grammar.

**Rubric for final internship assignment with professional SWOT analysis:**

Final Assignment & SWOT <span style="float: right;">🔍 🗑️</span>						
Criteria	Ratings					Pts
Analysis of internship	Mentioned value of internship, job-specific skills learned, benefit of experience after graduation 25.0 pts	Partial information included in reference to value of internship, job specific skills learned, and benefit after graduation 13.0 pts	Mentioned value of internship and skills learned, but could not connect experience to post-graduation 7.0 pts	No detail provided about internship 0.0 pts		25.0 pts
Comparison to pre-internship assessment	Refers to pre-internship assessment, Comparison to beginning of semester is made, specific improvements are highlighted 10.0 pts		Pre-internship assessment is addressed, but no elaboration on difference at end of semester 5.0 pts	No reference to pre-internship assessment 0.0 pts		10.0 pts
Work sample is highlighted	Work sample is highlighted, includes accomplishment or how this project developed skill set 10.0 pts		Work is discussed, but specific project is not highlighted 5.0 pts	Work sample was not mentioned 0.0 pts		10.0 pts
Covered what was learned professionally	Discussed what was learned from a professional standpoint (best practices in the workplace) 15.0 pts		Mentioned what was learned professionally, but no supporting details or examples 8.0 pts	Best practices in the workplace were not discussed 0.0 pts		15.0 pts
SWOT Analysis	SWOT analysis included as a chart, all SWOT dimensions were included, updated to reflect current point in the semester, refers to profession 25.0 pts	SWOT analysis included as chart, all SWOT dimensions were included, does not relate to profession 13.0 pts	SWOT analysis included as chart, not all SWOT dimensions were included in detail 7.0 pts	SWOT analysis included as chart, but was not updated to reflect current point in the semester 4.0 pts	No SWOT analysis 0.0 pts	25.0 pts
Business-like tone, sentence structure, spelling, grammar	Tone is business-like, proof read for sentence structure, free of spelling/grammar mistakes 10.0 pts	Tone is business-like, but there are some errors that could have been caught with more attention 5.0 pts	Assignment is too casual and has multiple spelling/grammar mistakes, last minute effort so the paper was not proof read 0.0 pts			10.0 pts
Self-Reflection	Paper provides facts, does come from a self-reflective standpoint 5.0 pts		Written factually, but no reflection on internship experience 0.0 pts			5.0 pts
<b>Total Points: 100.0</b>						

**Schedule:**

The course will be set up by weeks, with each week beginning Monday at midnight and going through Sunday at 11:59pm EST. **When something is due Week #\_\_, it means by Sunday at 11:59pm EST of that week. This includes watching lectures (when applicable), completing internship hours and completing assignments.**

**Below are the weekly dates for the semester:**

Week 1: Aug. 21 – 27

Week 2: Aug. 28 – Sept. 3

Week 3: Sept. 4 – 10

Week 4: Sept. 11 – 17

Week 5: Sept. 18 – 24

Week 6: Sept. 25 – Oct. 1

Week 7: Oct. 2 – 8

Week 8: Oct. 9 – 15

Week 9: Oct. 16 – 22

Week 10: Oct. 23 – 29

Week 11: Oct. 30 – Nov. 5

Week 12: Nov. 6 – 12 (120 hours must be reached by Nov. 12 at 11:59pm EST)

**Please direct your attention to the modules tab on Canvas for the weekly learning outcomes and assignments.**

**Disclaimer:**

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

**University Policies**

University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams.

Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

**\*\*Netiquette: Communication Courtesy:**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

**Class Demeanor:**

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

### **Getting Help:**

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources <http://www.counseling.ufl.edu/cwc/Default.aspx>  
352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

### **Course Evaluation:**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>

Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>

### **University Policy on Academic Misconduct:**

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to

take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

## **ACADEMIC HONESTY**

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

**Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.**

Students are expected to adhere to the University of Florida Code of Conduct  
<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.