

MCOM, IMC and DIFD Internships

Time to take on the challenge
of a great learning experience!

Why an Internship?

- Apply classroom experience to the real world
- Gain experience working in a professional environment with professionals
- Network and build professional connections
- Think about having an international internship experience – studying abroad and completing an international internship can be a very valuable asset.
- Fulfill department requirement

What should I do as I get ready to intern?

- Build your resume
 - engage in work experience in your field (paid/unpaid)
 - do some volunteer work
 - join department organizations
 - join student chapters of professional organizations
- Work on your writing and computer skills
- Review and understand the internship agreement process

Are you ready?

- MCOM students must have completed

MCOM 205, MCOM 226, MCOM 241, and nine (9) hours above 290.

- IMC students must have completed

IMCO 105, MCOM 241, MGMT 321, IMCO 341, IMCO 370, MKTG 380

We recommend also completing IMCO 349 and IMCO 471 for some internships.

- DIFD mass Media Track must have completed

MCOM 226, MCOM 241, MCOM 346. DIFD 141, DIFD 311 and DIFD 321

Meet with the internship faculty coordinator (that's me!) during the semester (as per deadlines) before you intend to intern to begin the application process.

Attendance at this meeting counts as meeting with me before filing your application.

First Step – The internship Application

- Students must fill out an internship application.
- This form says you intend to intern and lists
 - Personal information
 - Classes taken
 - Possible direction of your internship quest
 - You **MUST** attach your up-dated resume. You are required to get your resume reviewed at the Center for Career Development and Internships (CDI).
- This application will be checked and if everything is in order, you will be notified that you are set to begin your search for an internship.

Application for an IMC, Mass Communication or DIFD Internship

This document is used to determine the readiness of the student to undertake a professional internship. A student is not permitted to register for the internship unless this request is approved. A student will not be approved for an internship until this application is signed and filed with the department.

Before submitting this Internship Application. Students MUST 1. Schedule a meeting with Winthrop's Office of Career and Civic Engagement at <https://www.winthrop.edu/cdi/> to get advice/help with their resume

Name _____
Rock Hill/local address _____
Email _____ Telephone _____
Permanent address _____
Telephone _____ Number of credit hours completed by the end of the
current Semester _____ Cumulative
GPA _____ Student Number _____

Mass Communication Majors Requirements (Please Circle Courses Taken)

MCOM 205 MCOM 226 MCOM 241 and nine hours in MCOM above 290 _____

Integrated Marketing Communication (IMC) Majors Requirements (Circle Courses

Taken): IMCO 105 MCOM 241 MGMT 321 IMCO 341 IMCO 370 MKTG 380 List possible internships (if any) _____

Digital Information Design (DIFD) Majors Requirements (Please Circle Courses Taken):

MCOM 226 MCOM 241 MCOM 346 DIFD 141 DIFD 311 DIFD 321

Describe the kind of internship you are seeking _____

Note: A student may not earn more than three credit hours total in MCOM 461, 462, 463 and 464. A grade of S or U is recorded in these courses.

Semester you intend to intern (circle one): Fall Spring Summer Year: _____

Academic Advisor's Name: _____

Student's Signature _____ Date _____

Approved _____ Disapproved _____ by _____ Date _____

Bring completed application to the Department of Mass Communication Office, Johnson 219 or email to bstuart@Winthrop.edu

Internship Hours

- 1-hour credit = 135 hours
- 2-hour credit = 200 hours
- 3-hour credit = 300 hours

1. You only need a 1-hour credit. If you take a 2-hour or 3-hour credit course, you will have to pay tuition for those hours!
2. You must schedule your internship for a minimum of 10 weeks (If you will be in a big city outside of the Carolinas, you may do an 8-week internship due to apartment rental costs.)
3. You will be under Winthrop Workman's Compensation insurance (if it is an unpaid internship) and so your agreement has to reflect the specific number of hours for which you are registered. Figure out the hours/week.
4. Our (Winthrop) agreement will end at your 135-hour mark. You can work more (if that is a part of the internship), you will just continue after the official internship has ended.

Next step --Consider what kind of internship experience you would like!

- Review your schedule, living arrangements, and financial situation.
- Look in the appropriate book (broadcast, print, or IMC) in the resource room, Johnson 220. These are automatically approved placements. *Note: There are two IMC books, one is divided into our local area and Charlotte; the other is for outside the Carolinas and international opportunities. Questions about the books can be directed to our MCOM Office Manager Graham Vickers at vickersg@winthrop.edu*
- You can email our MCOM Office Manager Graham Vickers at vickersg@winthrop.edu for a list of our current pre-approved available internships.
- Check EagleLink for announcements about available internships. *These will have to be “checked out” for rigor and relevance to MCOM and IMC. They are NOT automatically approved sites!*
- Check online for internships, but stick with recognizable companies. *Any placement you are considering that is not on our pre-approved list, will have to be vetted by me and I will have to contact your potential supervisor before the placement is approved.*
- Talk to other students who have completed internships, family members, faculty.

What a placement must have/provide to you

- Due to COVID concerns, interns can work in a business office that complies with COVID safety regulations or from a “virtual” office in your home. Interns are not allowed to work from the homes of supervisors or other employees.
- You must work under a supervisor who is qualified to teach you something in your respective field – we will need his/her title or other qualification, such as a degree or experience in his/her field.
- It must be a NEW experience – you cannot intern at a place where you work already or where you have interned before.

Deadlines

If you are interning in the...

- Spring
 - Application deadline: Dec. 1
 - Agreement deadline: Jan. 10
- Summer
 - Application deadline: April 1
 - Agreement deadline: May 1
- Fall
 - Application deadline: May 1
 - Agreement deadline: Aug. 15

Why a placement you find on your own might not be approved

1. The company does not appear to be legitimate.
2. The company does not seem to offer you a rich and diverse learning experience.
3. Your supervisor does not seem to be qualified to give you a professional learning experience.

Eureka! You found a great fit!

1. Call/contact the placement and set a time/date for an interview.

2. Prepare for the interview by researching the placement.

- Online, website

- Previous interns' final reports about that placement in the file cabinet in resource room next to the office

3. Go on the interview

- Dress to impress

- Bring your resume and examples of your work

- Bring a business card (get them printed for free from various companies as promotional items or print them yourself – lots of templates and paper stock to do that.)

- Be professional

- Get the internship!

Now to the Internship Agreement

- Access and print the Internship Agreement from the MCOM website.
- Fill out your part.
- Get your internship supervisor to fill out his/her section.
- Email it to me for verification, approval and signatures
- Once that is done, I will register you for the internship course.

THE LANGUAGE IN THIS DOCUMENT DOES NOT CREATE AN EMPLOYMENT CONTRACT, EITHER EXPRESSED OR IMPLIED, OR OTHERWISE ALTER THE AT-WILL EMPLOYMENT RELATIONSHIP BETWEEN ANY EMPLOYEE AND WINTHROP UNIVERSITY. WINTHROP UNIVERSITY RESERVES THE RIGHT TO REVISE THE CONTENTS OF THIS DOCUMENT, IN WHOLE OR IN PART, AS NECESSARY.

MCOM Dept.

Internship Agreement

Winthrop University

Student Information (To be completed by the Intern)

Today's Date _____	Credit(s) Number of Credits _____	Class Enrolled In _____	Semester/Year Enrolled _____
Intern Name (Print Clearly) _____			E-Mail (Winthrop email will be primary method of communication) _____@winthrop.edu
Phone Number _____	Student ID# _____	Class/Graduation Year _____	
Major _____	Minor Concentration _____	Faculty Liaison _____	

Are you legally authorized to hold a paid off-campus internship in the U.S.? Yes No

Internship Site Information (To be completed by Internship Supervisor) For Profit Not for Profit

Organization Name _____	Business License # or FEIN # _____ (do not provide a SS#)	State Issued _____
Direct Internship Supervisor _____	Supervisor's Title _____	
Physical Address _____	Available for site visit? Yes <input type="checkbox"/> No <input type="checkbox"/>	
Supervisor Phone _____	Supervisor E-Mail _____	
Internship Projected Start Date _____	Internship Projected End Date _____	
Est. Total Number of Weeks _____	Est. Total Hours/Week: _____	Paid: <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, \$ _____ / _____
Additional Compensation/Stipend _____		

Internship site/supervisor accepts sole responsibility for determining the existence of an employment relationship as described by the Fair Labor Standards Act (FLSA) Field Operations Handbook and for compliance with the FLSA and other state and federal wage-related laws and regulations.

For Office use only:

Date Received _____	Correspondence sent to employer <input type="checkbox"/>	Correspondence sent to student <input type="checkbox"/>
Est. Mid-Point _____		
Other _____		

Information to put in the blanks on **THE AGREEMENT**

- Number of credits = 1 (unless you are doing a longer internship)
- Class enrolled in = MCOM 461
- Semester/year enrolled = Spring/2024, Summer/2024, Fall/2024, etc., whichever is applicable
- Hours worked must = 135 (MUST be this number on the Agreement – you can work more, but not as part of this Agreement.)
- Dates must reflect at least 10 weeks.
- Page 2 – Your internship placement will list your responsibilities as an intern. A job description can be attached to supply the information for this section, just put “see attached” in the blank space.
- Page 3 – You are to compile your Personal Learning Objectives (PLOs) for the internship. Be thoughtful and intentional about listing what you hope to learn both concerning your task skills, but also your soft skills and professionalism. You will have to address the PLOs in your final internship report. Achieving them, or not, is okay and part of the learning process. You do not have to reach all your PLOs, but you do have to address them in the final report.

Your responsibilities

- Fill out the Internship Application and attach your updated and CDI reviewed resume. Wait for approval, then find an internship placement.
- Once you have been granted an internship, fill out your section of the Internship Agreement including your Personal Learning Objectives (PLOs)-- (these are not the tasks the supervisor put in his/her section) and sign and date.
- When the Agreement is approved, you will be notified that you have been registered in the class by the MCOM office – once you receive that notification, you can access Blackboard for all the relevant forms and to track all the “pieces” of the internship process that are crucial for you earning a passing grade (S/U).
- Send your internship faculty supervisor Mrs. Stuart (at stuartb@winthrop.edu) a weekly report (with name, week number and date, for example “Smith, week 1, June 1-5” to make electronic filing of the reports efficient) of what you are doing and what you are learning.
- Remind your supervisor to send in the brief (two questions) mid-term evaluation of you.

Your responsibilities

- Arrange for an on-site meeting – virtual or in-person -- with your supervisor, you and me near the end of the internship.
- Remind your supervisor to fill in the final evaluation of you via Qualtrics. The Qualtrics link will be posted on the Blackboard platform for the internship class.
- At the end of your internship, email a photo of you and your supervisor, preferably in front of a logo or company name to the MCOM office manager, Graham Vickers at vickersg@winthrop.edu.
- Write a 10-page final report following the guidelines on the MCOM website and on the Blackboard platform. This report is due two weeks after you complete the internship, unless you are graduating. If you are graduating the same semester you are taking your internship– your due dates for all materials will be 10 days before the end of the semester, in order for me to submit senior grades by the early due dates. Email this report to me. Do revisions, if necessary.
- Complete the course evaluation via the Qualtrics link on Blackboard.

Form

DEPARTMENT OF MASS COMMUNICATION Internship Weekly Report Form

Please email a report covering the following points to your faculty internship adviser each week. You do not need to use every heading every week (your biggest problem, for example).

Your name / Internship employer's name

Your on-site internship supervisor

1. Describe your work for this reporting period. (Include samples of your work via attachments, pdf's, etc.)
2. What was your biggest success and what did you learn?
3. What was your biggest problem? What did you learn?
4. Were there any other problems that you think we should know about?
5. Did anything you have learned at Winthrop University particularly help you?
6. Is there something you wish you had been taught that would have helped you?

Remember

- If you experience any workplace problems
 - Harassment
 - Asked to do something immoral or illegal
 - Asked to do something you think is not part of your position as an intern
 - Hostile environment
 - Any situation that you feel uncomfortable with
 - LET ME KNOW ASAP so the situation can be handled in a timely manner.

Your placement supervisor's responsibilities

- Fill out contract with duties and responsibilities, sign and date.
- Complete very brief mid-term evaluation (Qualtrics link is on Blackboard).
- Participate in the site visit meeting – virtual or in-person- with the faculty representative and the student.
- Complete final evaluation of the intern (Qualtrics link is on Blackboard) at the end of the internship.

My responsibilities

- Read your weekly reports and offer help or oversight as needed.
- Remind you to send your supervisor the Qualtrics link for his/her mid-term evaluation.
- Read and edit your final 10-page report.
- Make sure your supervisor has completed the final intern evaluation and/or remind you to check on it.
- Make sure you have turned in the course evaluation.
- Assign your grade.

Great work!

You have successfully completed your Internship!

- Before you leave your internship
 1. Thank people.
 2. Get feedback.
 3. Talk to supervisors and co-workers about your future plans. Get their contact information.
 4. Update your resume with details about the internship.
 5. Reflect on your experience.
 6. Organize how to keep track of the contacts you have made and make plans to keep in touch with them.
 7. Get copies of your work, if possible.
 8. Get a signed letter of recommendation on company letterhead.