



**LOYOLA  
UNIVERSITY  
CHICAGO**

*Preparing people to lead extraordinary lives*

**COMM 391-20E Spring 2023 (1886) Advertising/PR Internship  
(January 17 – May 6, 2023) Monday, 7:00 – 9:30, Online**

**Dr. Pam Morris, pmorris1@luc.edu** 773-929-5166. Emails answered within 24 hours during the week, 48 on weekends. Virtual or in-person office hours by appointment (WTC Office Lewis Towers #906).

**COURSE DESCRIPTION**

This internship course provides a supervised field experience that enables students to have hands-on professional learning at a wide range of advertising and public relations agencies and corporate and non-profit organizations. Students will refine and gain proficiency in professional conduct and industry skills while systematically reflecting on their experiences.

You will need to put in **100-150 hours** on your internship. This averages approximately 12 hours a week over 13 weeks. No intern should work more than 16 hours per week – contact instructor for special cases to discuss.

**Learning Objectives**

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Learning to *apply* course material (to improve thinking, problem solving, and decisions).
3. Developing specific skills, competencies, and points-of-view needed by professionals in the field most closely related to this course.

**Overview**

Students will need to participate in a meeting during the first weeks to hear a summary of the course and introduce themselves, submit assignments as outlined throughout the semester, and give a final semester presentation.

**Grading Criteria**

- Introduction presentation during real-time online session and post on Discussions: 5 points
- Learning question: 5 points
- Completion of Engaged Learning file on LOCUS: 4 points
- Reports, seven reports worth 5 points each: 35 points
- Timesheets, seven timesheets each worth 1 point: 7 points
- Completion of Loyola Mission reflection: 4 points
- Final Paper: 20 points
- Performance on internship as assessed by your on-site supervisor: 15 points
- Summary presentation during real-time online session and post on Discussions: 5 pts

**Grading Scale**

100-95% = A	89-87% = B+	79-77% = C+	69-67% = D+
94-90% = A-	86-83% = B	76-73% = C	66-63% = D
	82-80% = B-	72-70% = C-	62-60% = D
			59% > = F

**ACTIVITIES**

**INTRODUCTION**

A **virtual real-time synchronous class will be held on Zoom Monday, January 30 at 7:00-9:30**. I will provide a summary of the course and you will need to introduce yourself with a PowerPoint presentation (3-5 min.) of your internship, research question and goals. Post your introduction **on**

**Discussions** for others to see **by Monday, January 30 at 7:00 pm**. If you are not able to attend, due to a class conflict or other acceptable reason, please let me know, view the prerecorded lecture about the course and post your introduction presentation by the due date. Those attending the real-time class still need to post introduction presentations but do not have to view the summary video by the due date.

### **LEARNING QUESTION**

**Due Friday, February 3, 11:55 pm**

Enter your Learning Question(s) on Sakai. You will research this through experience and interviews with professionals/colleagues at your organization. As this was part of your Internship Agreement Form, you should have already worked this out/gotten approval of this question(s) from your supervisor. This is time to tweak it if needed. Be sure it is in question form.

### **ENGAGED LEARNING FILE**

**Due Friday, February 3, 11:55 pm**

Since the Ad/PR Internship meets your Engaged Learning Requirement, you must enter the details of your internship on LOCUS so the university can meet its federally mandated accounting requirements. You can find instructions and a tutorial video, including how to enter details and register your internship, online at: <https://www.luc.edu/experiential/forstudents/locustutorial/>. If for some reason your information is not accepted on LOCUS, indicate so on the Sakai assignment by the due date and let me know when it is resolved.

### **REPORTS (These are typically every two weeks with some exceptions)**

Each report is due by 11:55 p.m. on the date below. These reports should be at least **400 words** discussing your experiences and addressing the questions asked. Please note your internship organization somewhere so I can be reminded of where you are interning. Use these questions as a starting point. Write clearly and include specific details and examples to describe your experience and work activities. **Number and date each report at the top of the document. I would prefer you cut and paste your report to Sakai in the "Assignment Text" section, if you post a file you must ensure I can open it or else it results in 0.**

#### **Report #1 Due Friday, February 3**

- (1) What were your specific activities and responsibilities so far on your internship?
- (2) Do you have any new insights about your learning question and your personal goals for the internship?
- (3) How would you assess your learning and performance since you started your internship?

#### **Report #2 Due Friday, February 10 (Note - this is only a week after the first report!)**

- (1) What were your specific activities and responsibilities during this period since your last report?
- (2) Are your duties changing? What can you do now that you couldn't do before you started the internship?
- (3) What is easiest about the internship? What is most difficult?
- (4) How do you feel you are perceived in the workplace? Does this seem accurate or inaccurate, and how so?

#### **Report #3 Due Friday, February 24**

- (1) What were your specific activities and responsibilities during this period?
- (2) What have you not done in your internship that you want to do?
- (3) What is your most important learning so far?

#### **Report #4 Due Monday, March 13**

- (1) What were your specific activities and responsibilities during this period?

- (2) Assess your current progress on your goals.
- (3) What have you done to begin the research for answering your learning question?
- (4) Are you getting exposure to the workings of the organization? What have you learned about the interpersonal and power dynamics?

#### **Report #5 Due Friday, March 24**

- (1) What were your specific activities and responsibilities during this period?
- (2) In what ways has your supervisor contributed to your learning goals? Use specific examples.
- (3) How has your personal communication style changed since you began your current internship?

#### **Report #6 Due Monday, April 10**

- (1) What were your specific activities and responsibilities during this period?
- (2) Are you meeting or working with different people in the organization to help you gain a broader understanding of the organization?
- (3) Who are you interviewing to complete the research for your learning question?
- (4) What advice would you give to someone just starting an internship here?

#### **Report #7 Due Friday, April 21**

- (1) What were your specific activities and responsibilities during this period?
- (2) What is your perspective toward a career in the area of your current internship?
- (3) What specific skills have you developed during this internship that you did not have before?

#### **TIMESHEETS**

Also due on Fridays, or the following Mondays when Friday is a holiday, are your timesheets. As indicated on Sakai, timesheets are due by 11:55 p.m. on Friday, February 3, 10 and 24, Monday, March 13, Friday March 24, Monday April 10 and Friday, April 21. Any additional timesheets needed to complete around 100-150 hours need to be emailed to the instructor by Monday, May 1, 5:00 pm. A timesheet form is available on Sakai (see tab at left) and the SOC website at <http://www.luc.edu/soc/resources/resourceforms/> Scan or photograph your timesheet and upload it to Sakai. Timesheets must: 1) be signed by your supervisor, 2) note activities, 3) show days/times worked, 4) include total time for the day and 5) include total for the period.

If your employer already has you completing a similar form, you may submit that instead provided you follow the same schedule and provide total hours for that period and notes on activities. In order to turn in your timesheet on time, you may determine to document your time through an earlier date such as Wednesday before; the time period does not need to conclude with the day the timesheet is due. If you are unable to get your supervisor's signature by the due date, submit it anyway for .8 points. To successfully complete the course, you must conduct around 100-150 hours at your internship (consult your instructor for questions). This averages approximately 12 hours a week.

#### **TIMELINESS AND GRADES**

Timely uploading to Sakai of your reports and timesheets is essential to achieving a high grade in this course. Missing or late assignments will result in a lower grade. **There will be a one-point deduction for each day an assignment is late and a .1 deduction for each day a timesheet is late.** Note, if your internship starts or ends early relative to the Loyola semester, you must clear this with the instructor and you are responsible for submitting something for each report by its due date. If your onsite supervisor fails to sign your timesheet in a prompt manner, submit it unsigned on Sakai (for .8 points) and note in assignments. Be sure to approach your supervisor and secure the signature further in advance of the due date.

## **LOYOLA UNIVERSITY CHICAGO'S MISSION REFLECTION**

**Due Monday, April 10, 11:55 pm**

Submit a reflection on Loyola University's mission statement.

*"We are Chicago's Jesuit Catholic university – a diverse community seeking God in all things and working to expand knowledge in the service of humanity through learning, justice, and faith."*

Referencing Loyola's mission statement above, compose a written reflection of at least 2 pages, double-spaced, that explains:

- How did you connect your in-class and out-of-class learning experiences?
- How did your Engaged Learning experience help you to connect to the University's mission?
- How did the Engaged Learning experience in this course impact your personal, intellectual, civic, and/or professional development?

Note: "Engaged Learning experience" means your internship. When referring to "in-class experiences," consider your other SOC courses as well as this one. Submit your reflection on Sakai.

## **SUPERVISOR EVALUATION**

**Due Monday, April 24, 11:55 pm**

At least one week in advance of the due date, give your supervisor the Supervisor Evaluation Form found in your application. Another copy is on Sakai if you need it. Ask the supervisor to email the form to Pam Morris at [pmorris1@luc.edu](mailto:pmorris1@luc.edu) by the due date.

## **FINAL PAPER**

**Due Monday, April 24, 11:55 pm**

This paper integrates your course work, your internship experience, and your goals for professional development. Try to put your internship into perspective and show your level of responsibility and initiative for learning. The major emphasis should be on Part I. Consider Part II as a brief individual assessment. This entire paper should be about and no more than 2,000 words long. Submit on Sakai.

### **Part I – Learning Question**

This question should be answered in detail with specific examples and support. Research must be based on primary resources including personal experience, interviews, and activities during the internship. Use quotes and attribution in the body of your copy. Your answer should reflect your new knowledge and understanding.

### **Part II – Individual Assessment**

#### **Preparation**

How did your courses and class work prepare you for your internship? Describe specific topics, theories, and ideas that were useful.

#### **Knowledge and Skills**

What were the most important things that you learned during this internship? Relate your learning to specific activities and experiences in your internship.

#### **Integration**

How does the internship fit into your future career or graduate study? Write about the value of the internship experience in relation to your professional development. How will you apply the things you have learned?

#### **Evaluation**

How would you evaluate your overall performance in the internship? Support your answer with specific examples related to the intern evaluation form.

### **SUMMARY PRESENTATION**

**Due Monday, April 24, 7:00 – 9:30 Real-time virtual class**

Create a presentation using PowerPoint, video (3-5 min.), or another format, of your internship experience. Use visuals and anything else that will help communicate where you interned and what you did. Show us some specific examples of your work. Explain your duties and your accomplishments. Keep it brief and interesting. This is not a recount of your final paper; think of it as an engaging snapshot of your experience. Share insights on how the internship has changed or influenced your interest in the field. Present in real-time and **submit slides on Sakai Discussions by 7:00 pm** – so others can see. If you are unable to attend due to a class conflict or other acceptable excuse, you must still submit your presentation on Discussions by **7:00 pm**.