

Internship Information for Students in the IMC or Mass Communication Program

Employers report that at least one internship is mandatory before a candidate will be considered for an entry-level position. All students majoring in integrated marketing communication or mass communication must complete at least one supervised internship for 1-3 credit hours (MCOM 461, 462, 463). Internships can be taken during any term. Most internships are not paid. Registered students who are not compensated will be covered by Winthrop's Workers' Compensation.

The faculty involved in the integrated marketing communication program or mass communication will help you identify appropriate internships. However, we will not arrange an internship for you. It is your responsibility to contact potential employers.

The internship must relate to your major, provide you with a professional experience and require professional-quality work. Therefore, not all proposed internships are approved. All internships must be approved in advance. Deadlines for internship applications will be posted in the department.

Process of Obtaining an Internship

- 1.** File an application for an integrated marketing communication or mass communication internship to determine your academic readiness. The program requires junior standing and nine above 290 in major area. Your internship application must be accompanied by a resume. You are strongly encouraged to take advantage of Career & Civic Engagement sessions for resume writing and interviewing.
APPLICATIONS FOR SPRING SEMESTER MUST BE COMPLETED BY DECEMBER 1, SUMMER SESSION BY APR. 10 AND FALL SEMESTER BY AUG. 1.
- 2.** After the student obtains a prospective place of employment for the internship, approval must be obtained from the faculty internship adviser. The student is required to complete an agreement with the prospective employer and Winthrop University as part of the approval and registration process. The agreement requires the signature of the department chair and the dean or designee of the College of Arts and Sciences. A grade of S or U is recoded for the course. AN AGREEMENT MUST BE COMPLETED PRIOR TO BEGINNING EMPLOYMENT.
- 3.** A faculty adviser from the integrated marketing communication program will advise your internship. The adviser is expected to visit the student and employer at the work site during the internship. If that is not possible, the adviser will telephone the employer and student on a conference call. The student is expected to report weekly to the faculty adviser.

Internship Requirements

As academic credit is given for the internship, a record of the student's progress is kept on file. The agreement for each internship will specify requirements, but the minimum requirements include:

The student will file a weekly report of work completed and include evidence of work by email (reports, meetings with clients, presentations, etc.).

The student will write a report that summarizes, reviews and analyzes the experience after completing the internship before a grade is assigned.

The employer will submit an evaluation of the student's work. The Winthrop evaluation form will be made available to the internship supervisor. No grade will be submitted until all forms and evaluations have been received.

Information for Employers

The program administrators prefer that the internship be a full-time work experience for 10 or more weeks. When part-time, the internship for credit must require at least 135 hours of work on site.

Reimbursement by the employer to the student for special expenses connected with the internship, such as parking, is considered appropriate.

For further information contact the mass communication department, 803/323-2121, 219 Johnson Hall, Winthrop University, Rock Hill, SC 29733-0001.

Application for an IMC or Mass Communication 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. **A resume MUST be included with this application.**

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 _____
(List Courses Above)

Integrated Marketing Communication (IMC) Majors Requirements (Please Circle Courses Taken):

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

List possible internships (if any) _____

To the best of your ability, 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 _____
Faculty Internship Adviser

Approved _____ Disapproved _____ by _____ Date _____
Mass Communication Department Chair

**Winthrop University Department of Mass Communication:
Evaluation of Internship Work**

Student (Intern)

Internship Supervisor

As part of the internship program, we ask each supervising professional to evaluate the intern's performance. The internship is graded satisfactory or unsatisfactory, and your evaluation will help determine the grade. You also may use your organization's method and forms to evaluate the intern as you would a regular employee. The information you give us on this form is confidential unless you specify otherwise; however, we generally share the tone of the evaluation with the student. If you wish to write us a confidential note in addition to the evaluation, we would appreciate that.

The "comments" section at the end is especially important because it will help us prepare future interns. **Please rank the intern from 5 (excellent) to 1 (not acceptable) in each of the areas listed.** Use "NA" if the category is not applicable to the intern's performance or duties.

A. PERFORMANCE

The intern

- _____ worked well with other employees.
- _____ demonstrated an understanding of the work to be performed.
- _____ understood how to operate necessary equipment or learned within an acceptable time.
- _____ was punctual in his/her work duties.
- _____ exhibited demeanor, conduct and dress appropriate to the work place.
- _____ handled contacts with sources and other non-employees in a professional manner.
- _____ took initiative to seek out additional tasks.

B. DUTIES/SKILLS

The intern demonstrated

- _____ an acceptable command of spelling, grammar and punctuation in his/her writing.
- _____ writing skills equal to the demands of the work.
- _____ editing skills equal to the demands of the work.
- _____ good research skills.
- _____ good problem-solving skills.
- _____ good production skills.
- _____ creativity in tackling assignments.
- _____ an acceptable understanding of the job requirements.
- _____ ability to meet deadlines consistently.
- _____ effective budgeting of his/her time in handling assignments.
- _____ effective communication skills
- _____ good computer skills

C. COMMENTS

Strengths: _____

Weaknesses: _____

Other comments: _____

Did you share this evaluation with the intern ____ Yes ____ No
If no, may we share it? ____ Yes ____ No

Supervisor's name _____ Title _____

Company name _____ Date _____

Address _____

City, State and Zip code _____

Please return to:

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Phone: 803/323h 2121
Fax: 803/323h 2464
[Email: stuartb@winthrop.edu](mailto:stuartb@winthrop.edu)

