

**MARSHALL UNIVERSITY**  
 School of Journalism and Mass Communication  
**Internship I and II**

Course Title/Number	<b>Internship I and II (Practicum)</b> JMC 490, 491, (470-102) Section 101; 2571, 2572 (2566)
Semester/Year	Spring 2025
Course Format	Online assignments and asynchronous meetings
Instructor	Dr. Allyson Goodman
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Office/Hours	Tuesdays 2-5 p.m. and Thursdays 2-4 p.m.; Other times by appointment.
University Policies	By enrolling in this course, you agree to the University Policies. Please read the full text of each policy (listed below) by going to <a href="https://www.marshall.edu/academic-affairs/policies/">MU Academic Affairs: University Policies</a> . (URL: <a href="https://www.marshall.edu/academic-affairs/policies/">https://www.marshall.edu/academic-affairs/policies/</a> ).  Academic Dishonesty / Academic Dismissal / Academic Forgiveness / Academic Probation and Suspension / Affirmative Action / Dead Week / D/F Repeat Rule / Excused Absence for Undergraduates / Inclement Weather / Sexual Harassment (Marshall's Title IX Office may be contacted at <a href="mailto:TitleIX@marshall.edu">TitleIX@marshall.edu</a> ) / Students with Disabilities (Policy and Procedures) / University Computing Services Acceptable Use

**Program Student Learning Outcomes:**

**High Fives**

During your tenure in the W. Page Pitt School of Journalism and Mass Communications, we have five broad goals for you. You will learn a multitude of specific skills targeted toward your major that fold into these goals, but from an all-encompassing view, every JMC graduate will be a:

- CREATOR of compelling and engaging content.
- theoretical and research-based STRATEGIST.
- LEGAL and ETHICAL PRACTITIONER.
- GLOBALLY AWARE CITIZEN committed to diversity, inclusion, equity, representation and belonging in a socially just, multicultural and interconnected world.
- CAREER-READY INNOVATOR with hands-on and job-world experiences who demonstrates the confidence, skill, adaptability, resourcefulness and passion to be employed in a mass communications field or chart their own path and is motivated to be a positive influence in the community in which they work.

**Course Description Internship I and II**

Supervised journalistic or mass communications work with professional media including newspaper, magazine, radio, television, advertising and public relations department and/or agency. Conference with instructor for guidance and evaluation. Advance arrangements must be made through the JMC Internship Coordinator. Capstone experience. 1-3 hours.

**Prerequisites by major:**

Advertising/Public Relations – JMC 330, JMC 241, JMC 300 or 380  
 Journalism – JMC 300  
 Media Production – JMC 231, JMC 332

## Relationships among Course, Program, and Degree Outcomes:

Course Outcomes <i>By the end of the course, you will be able to:</i>	Program Outcomes	How Accomplished in this Course	How Evaluated in Course
Experience the demands of seeking and finding a professional job.	Student demonstrates the confidence, skill, adaptability, resourcefulness and passion to be employed in a mass communications field or chart their own path and is motivated to be a positive influence in the community in which they work.	Seek and secure an approved internship. Make application for internship credit.	Application for internship credit form Introduction Assignment
Develop professional work skills including time management, meeting deadlines, ability to work with others and ability to take direction.	Student demonstrates an ability to work collaboratively.	Work at the internship for 100-300 hours per semester	Weekly Reports Supervisor Evaluation
Apply writing and editing skills learned in JMC courses.	Student writes clearly and correctly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.	Complete assignments as directed by the supervisor at the place of internship	Weekly Reports Final report and portfolio Supervisor Evaluation
Apply design and production skills learned in JMC courses.	Student presents images and information effectively and creatively.	Complete assignments as directed by the supervisor at the place of internship	Weekly Reports Final report and portfolio Supervisor Evaluation
Work within a setting appropriate to your career goals and JMC major.	Student demonstrates an understanding of the roles and responsibilities of media institutions in a democratic country and in a digital, multicultural and global age.	Seek and secure an approved internship. Make application for internship credit.	Weekly Reports Final report and portfolio Supervisor Evaluation
Perform practical application of major specific knowledge in a professional environment.	Student applies appropriate traditional and emerging theories, tools and technologies of the professions in which they work.	Work at the internship for 100-300 hours per semester	Weekly Reports Supervisor Evaluation

**Instructional Materials** none

### Course Requirements

For this course, you will seek an opportunity to apply the knowledge you have gained in the classroom in a professional environment. Since it is part of the course objectives for you to learn how to seek a professional job, the Internship Coordinator for the School of Journalism and Mass Communication will not provide a job for you. However, the Internship Coordinator will post internship opportunities and will assist you in seeking a job and preparing for job interviews. Once an internship has been located you will be enrolled in the internship course. Enrollment in the course is by permission only. You are required to work 100 hours for each 1 hour of academic credit. While working on the internship 75% of the work you do must be related to mass communications. You can earn up to 6 hours of internship credit toward graduation, but only 3 hours are required to graduate.

## Internship I and II assignments are as follows:

**Weekly Hour Reports.** For this assignment, I want you to start a weekly hour log. You can use any program or format you want such as an MS Word table, Excel spreadsheet or Google Drive spreadsheet. Your log should list the dates (month/day) you worked for the week and the number of hours you worked each week. In addition to listing the number of hours your log should include a brief one to two sentence description of what you did at work. Lastly, your log should include a link to a sample of your work. The sample can be writing, a short audio or video file, design or photo. Weekly hours reports are due **every Monday by 11:59 p.m.** beginning one week after you start your internship or start the internship course, whichever comes first. You are expected to complete 10 reports over the course of the term if you are a full-term intern and 5 reports if you are a second 7-week intern. This means if you miss some reports because of holidays, course breaks or you just get overwhelmed with work that week and forgot, you do not need to make up the missed report. Just give a complete report including the missed week in your next weekly submission. Post your report to the link in the Weekly Report folder on the course (Blackboard) website. This link is to a private journal that only you and I can see.

**Course Discussions.** There are three course discussion assignments. You will participate in these with your classmates. The first discussion asks you to introduce yourself to the class and is due on Monday one week after you start your internship or start the course. The second and third discussions ask you to respond to a prompt, comment on your classmates' post and respond to your classmates. Course discussions are due **by 11:59 p.m. Mondays on the dates** listed on the course (Blackboard) website and at the end of this syllabus.

**Midterm Meeting and Reports.** Both you and your supervisor will receive an email from handshake@notifications with a digital link for these reports. Both forms will ask questions related to your progress in the internship, your Marshall course preparation for the internship, the structure of the internship program and expectations for the remainder of the internship. If you or your supervisor do not get this email message, let me know and I will send a direct link. In addition to the midterm reports, I will ask you to plan a face-to-face, phone or virtual meeting to clarify the report answers and check on internship progress. The meeting should take about 30 minutes. You will receive a reminder from me about planning this meeting, and there will be a link in Blackboard to schedule the meeting.

**Supervisor Evaluations.** Your on-site supervisor will determine **50 percent of your grade** for this internship through a final evaluation form. The supervisor will be sent a message thanking him or her for providing your internship opportunity and explaining the internship program. The final evaluation form will be sent to your supervisor via Handshake like the midterm report about one week before the due date. Please make sure your supervisor gets the link to this final form. If your supervisor does not get this link to the form, let me know and I will send a direct link.

**Final Report and Portfolio.** At the end of the internship, you are to complete a final report and prepare a portfolio of your work. This should be submitted by the date and time listed at the end of this syllabus and on your Blackboard course. Your final report has seven sections as outlined in the attached Internship Report Requirements. The report must be typed, be complete, free of errors (spelling, grammar, punctuation, etc.) and be submitted in a professional manner. You will submit this report and your portfolio of work to the Final Report Assignment link in Blackboard. This course assignment link does have file size limits. If you are submitting large files for your portfolio such as video clips, upload the files to an online document repository like Adobe Cloud, One Drive, Dropbox, Google Drive, Wix.com, Wordpress.com or other digital space. Then post the website link in your online submission. Make sure the include the actual web address that I can cut and paste in web browser. Often live links do work well in Blackboard. **Do not try to send an entire portfolio with report attached to my campus email address.** The portfolio section of the final report should reflect your work on the internship. This is not a job-seeking portfolio, although it will hopefully provide samples you can use to seek your first full-time job.

## SOJMC Diversity Statement

This statement asserts the W. Page Pitt School of Journalism and Mass Communications' continuing commitment to diversity inclusion, equity, representation and belonging in a socially just, multicultural and interconnected world. The unit's model of teaching and learning recognizes and welcomes diversity of race, color, culture, sex, sexual orientation, gender, gender identity, age, religion, ability, national origin, marital status and economic, political and ethnic backgrounds. Consistent with the Marshall University Creed, the School of Journalism and Mass Communications seeks to cultivate the potential of all students, faculty and staff by maintaining a climate that promotes and fosters understanding, is free of harassment and discrimination, accommodates the needs of those with disabilities whenever possible and values the contributions of all.

## Cheating and plagiarism

Cheating (which includes plagiarism, falsification of information, copying work of others and having others do your work) means an automatic F on the assignment and possibly for the course. Do your own work. University regulations on academic dishonesty are covered in the *Undergraduate Catalog*.

## Other Campus Policies

- **Artificial Intelligence:** Use of Generative AI is determined by your client and team. Please, ask before using any generative AI tools on the job. Do not assume that it is encouraged or discouraged. Keep in mind that any content produced by generative AI can “hallucinate” (produce false information), so students are responsible for ensuring the accuracy of any AI-generated content. For information on citing AI, please see [MU Library’s citation website](#). Students should not use generative AI in any way that would violate the [Student Code of Conduct](#)
- **Health and Safety Information:** All members of the Marshall University community are expected to always observe health and safety protocols. This includes general health and safety protocols as well as specific protocols that might emerge in response to community and campus health conditions.
- **Campus Carry Policy:** University Policy, UPGA-12 (Campus Carry Policy) derives its authority from West Virginia State law, including the Campus Self-defense Act (W. Va. Code § 18B-4-5b). It pertains to the exercise of Concealed Carry on Marshall University’s campus, except in designated areas, by individuals with a valid permit to Conceal Carry. Individuals who choose to Conceal Carry are responsible for knowing and understanding all applicable federal, state, and local laws and Marshall University Board of Governors Rules, University Policies, and Administrative Procedures. University Policy, UPGA-12 applies to areas of campus and buildings that are directly under the possession or control of Marshall University. Concealed Handguns are not observable to others and must be holstered and concealed on the body of the permit holder or in a personal carrier, such as a backpack, purse, or other bag that remains under the exclusive and uninterrupted control of the permit holder. This includes wearing the personal carrier with a strap, carrying or holding the personal carrier, or setting the personal carrier next to or within your immediate reach at all times. If your participation in class activities impedes your ability to maintain constant control of your handgun, please make alternate arrangements prior to coming to class.

## Communication

I welcome emailed questions and comments, and while you are required to email me quarterly, you may email, call me or text me at any time you have a concern or question. My contact information is listed above.

## My Job

I will endeavor to answer your messages regularly, provide advice on job situations and generally be your support. I will work with your supervisor to ensure that your internship experience is real and not just a glorified gopher.

## Your Job

You are responsible for behaving in a professional manner, showing initiative and giving all assignments, no matter how trivial, your best effort. This is a job, not a college course. You are expected to arrive on time, notify your supervisor if you are unable to come to work, work through holidays and breaks if requested, dress appropriately and always maintain a professional attitude. Remember, you will be representing yourself and the W. Page Pitt School of Journalism and Mass Communications. This opportunity can teach you what you like and don’t like in professional jobs and can provide contacts for seeking a permanent job after graduation. It is up to you to make it a success.

## Grading Criteria

Assignments	Percent of course grade
Weekly hour Report and Course Discussions	15%
Midterm meeting and reports	15%
Final report and portfolio	20%
Supervisor final evaluation	<u>50%</u>
	100%

**Final course grades are based on the standard School of Journalism and Mass Communications scale:**  
100-90=A; 89-80=B; 79-70=C; 69-60=D; below 60=F

## Due Dates for Spring 2025 (All reports due by 11:59 p.m. on due date)

Assignment	Full Term	Second 7-week Term
Weekly Report	Due every Monday (10 due by end of term)	Due every Monday (5 due by end of term)
Course Discussions	Discussion #1 – Feb. 3 Discussion #2 – March 31 Discussion #3 – April 21	Discussion #1 – March 10 Discussion #2 – March 31 Discussion #3 – April 21
Midterm reports	Feb. 17	March 24
Midterm meeting	Any time between Feb. 24 and April 14	Any time between March 31 and April 14
Supervisor's final evaluation	May 5	May 5
Final report and portfolio	May 5	May 5

# INTERNSHIP REPORT REQUIREMENTS

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You must organize your report using the following headings, each section should begin on a new page with a heading as listed below.

**SECTION I: The Internship** --Your name, student identification number, major, class status (junior, senior, graduate student) home address, home telephone, email address, total internship credit hours completed during the internship (i.e. 300 hours for 3 credits, etc.), name and address of business where you worked, name and phone number of your professional supervisor, rate of pay (if paid internship) and a three to four-sentence explanation of your internship job description. (one page)

**SECTION II: Summary of the Internship Experience** -- Your internship experiences fully highlighted and discussed. (Plan 400 words per internship credit hour. If you registered for 2 credit hours. you write 800 words, etc.).

**SECTION III: How College Prepared Me for the Internship** -- A discussion as to how your college courses and experiences in college did and did not prepare you for professional work. Be sure to cover both journalism/mass communications and non-journalism/mass communications courses and experiences. Be specific. (Plan 200 words per internship credit hour).

**SECTION IV: How the Internship Program Can Be Improved** --Your suggestions as to how the internship program can be improved -- what's right with it and what's wrong with it. Discuss this from both the angle of the employer's responsibility and what you see as the School of Journalism & Mass Communications' obligations. (Plan 100 words per internship credit hour).

**SECTION V: Advice to Future Interns** -- Offer advice as to how to succeed in an internship now that you have completed one. (Plan 200 words per internship credit hour).

**SECTION VI: Open End** --Discuss anything else you consider relevant to the report and your internship.

**SECTION VII: Your Clipbook/Portfolio/CD/DVD** – This includes representations of the work you have done on your internship, such as press releases, layouts, scripts, project outlines, features, news stories, headlines, stories edited, video tapes, photography, pictures of promotions, advertising orders, job sheets, etc. Remember this is not a job-seeking portfolio, but a portfolio to show what you have done on your internship. (Plan to add one item per 30 hours of work or 10 total items.)