

## **CMA/IMC 399 Internship**

Fall 2019

Dr. Elizabeth Atwood

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**Office Hours:** 9:30 a.m. to 11 a.m. Monday, Wednesday and Thursday, and by appointment

**Course Meetings:** 8:30-9:45 a.m. Tuesdays in RO 317. We will meet at the times noted on the course schedule.

### **Student learning outcomes**

The purpose of an internship experience in Communication Arts and Integrated Marketing Communication is:

1. to give students an opportunity to put into practice what they have learned in class;
2. to give students an opportunity to gain résumé-building experience;
3. to give students an opportunity to learn from each other about the challenges of the workplace;
4. to give students an opportunity to write a professional résumé and to develop a portfolio.

## **Course Outline**

### **Class meetings**

We will meet as a class five times during the semester:

- Aug. 27: Introduction to class, expectations, and review of requirements.
- Sept. 10: A representative from the Career Center will come to class to provide some advice on issues that are common to all of you. They include using your internship as a portfolio builder and determining what the professional expectations of your worksite are.
- Oct. 8: Meet to discuss common issues and where you might be having problems. Schedule individual meetings to discuss your midterm evaluation and visit to internship site where and when appropriate.
- Dec. 10: Make short presentation about your site, your accomplishments and how you can use what you have learned in this experience to further your career as a professional communicator.

## **Individual meetings**

You will meet with me at midterm and at the end of the course to discuss your internship experience and your employer evaluation.

## **Weekly journal entries**

All students enrolled in an internship are required to post journal entries once a week on Blackboard. The entries must be posted by Friday nights at 9 p.m. The entries should include:

- a. Accomplishments for the week
- b. Challenges you faced during the week and how you resolved them
- c. Goals you hope to meet during the upcoming week
- d. Issues you might want advice about or experiences you might want to share with other students completing internships this semester
- e. Anything else you might want to share, especially good news or kudos from your supervisors.

Please use the above headings in your entries.

## **Portfolio**

At the end of the semester, you will be required to submit a portfolio – include a résumé, appropriate work samples, and a two-page reflection paper on the experience. Your portfolio will be submitted during the final individual meeting that we have at which we discuss your final evaluation from your internship supervisor.

## **Other Requirements:**

Draft a résumé and submit it to the career center for review by Sept. 6.

## **Note:**

Students who are unable to attend class meetings because of conflicts with a scheduled internship are NOT exempt from providing the career center with a draft résumé, meeting with me for midterm and final evaluations, and giving a presentation about their internships.

## **Accommodations**

If you have a disability or a personal circumstance that will affect your learning in this course, please let me know as soon as possible so that we can discuss the best ways to meet your needs. (Any student who needs accommodation for disabilities is strongly encouraged to contact the Office of Accessibility Services at 301-696-3421 to obtain an official letter of accommodation for all their courses.)