**Spring 2016 – Syllabus**

**JOUR 498. INTERNSHIP**

**Select Tuesdays, 9:30 a.m to 10:45 a.m.**

**Class meets in LA4-105**

**Professor:** Dr. Gwen Shaffer

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**Email:** gwen.shaffer@csulb.edu

**Office**: LA4-206C

**Office Hours:** Tuesday, 11 a.m. to 1 p.m.

**Course Overview:** For students majoring in journalism and public relations, the biggest steps toward finding their dream jobs have nothing to do with acing a final exam or getting an A on a term paper. Rather, the most crucial move may be getting professional experience and making contacts through an internship. After graduation, when journalism and public relations students are on the job market, potential employers will not ask, “What is your GPA?” or even, “What was your major?” What they will ask is for you to show them your published clips, or your professional portfolio, or your broadcast reels. At their internships, students majoring in journalism and public relations should obtain professional experience that will help launch successful careers. The classroom component of the Internship course provides students with instruction for writing resumes and cover letters; interviewing; building connections and networking; and establishing a foundation for pursuing a career after graduation.

**Learning Objectives:** This course is designed to help students:

• Think critically, creatively, and independently.

• Research and evaluate information.

• Write correctly and clearly in forms and styles appropriate for specific audiences and purposes.

• Examine issues of diversity and ethics in mass communications workplaces.

• Apply current tools and technologies used in communications professions.

• Explore and refine career goals.

**Course Goals:**

• To provide students with hands-on experience in the workplace.

• To provide students with an opportunity to apply classroom-acquired skills.

• To exchange information and learn from fellow internship students.

• To examine issues frequently encountered by communications professionals in the workplace.

• To help students acquire job-seeking strategies.

**Prerequisites:** JOUR 311 with a grade of “C” or better.

**Requirement Basics:** JOUR 498 is for journalism, communications, and public relations internships—not for internships outside that scope. The internship must be focused on skills development, such as writing, editing, and production. The internship cannot be clerical in nature, although students may be required to perform a few clerical tasks. To receive credit, students must show proof each week that they are performing meaningful work. Students unable to provide this evidence will not receive credit for the internship. Students must have regularly scheduled weekly hours at their site, totaling at least 120 hours by the 15th week of the semester.

I must approve all internship sites and site supervisors by the third week of the semester to ensure that the proposed internship experience meets the requirements for credit. This screening process may take more than a week. Therefore, it is imperative that you submit your paperwork at the start of the semester—or even sooner. Site supervisors must be experienced journalism, communications, or public relations professionals who have worked in the field for at least five years, preferably at the managerial level.

**Internship Site Requirements:**

It is the responsibility of a student to secure an internship. I must approve all internship sites and site supervisors. Generally, the department adheres to standards set by the National Association of Colleges and Employers (NACE) to ensure that internship experiences are educational and thus the following criteria must be met for a site to be considered a legitimate internship:

* The experience must be an extension of the classroom: a learning experience that provides for applying the knowledge gained in the classroom. It must not be simply to advance the operations of the employer or be the work that a regular employee would routinely perform.
* The skills or knowledge learned must be transferable to other employment settings.
* The experience has a defined beginning and end, and a job description with desired qualifications.
* There are clearly defined learning objectives/goals related to the professional goals of the student's academic coursework.
* There is supervision by a professional with expertise and educational and/or professional background in the field of the experience.
* There is routine feedback by the experienced supervisor.
* There are resources, equipment, and facilities provided by the host employer that support learning objectives/goals.

**Required Reading:** Modules containing relevant articles and videos will be posted on Beachboard.

**Method of Instruction:** Your outside internship experiences will be combined with discussions in classroom settings and online. Students will share experiences and accomplishments, as well as address issues affecting them at internship sites. Students will also be required to read and comment on articles dealing with career development.

**Evaluation:** This course is offered for Credit/No Credit. You will receive credit if you satisfactorily complete the following work. **All work requirements are mandatory to receive credit**:

1. **Application Form/Internship Approval**

It is the responsibility of the student to secure an internship. I must approve all internship sites and site supervisors by the third week of the semester to ensure that the proposed internship experience meets the skills-development requirement. Students should submit the completed application form, including requested supplemental materials that prove the site supervisor has at least five years professional experience, to the Dropbox file called “Internship Class Application.” The materials must be submitted by the *Feb. 9 deadline*.

1. **Internship Contract**

Once an internship site has been approved, it is the responsibility of the student to complete an internship contract that lists the name and address of the internship site, as well as the specific duties to be performed during the internship. Both the student and the internship site supervisor must sign this form. Scan and upload the signed contract into the “Internship Contract” Dropbox file by the *Feb. 16 deadline*.

1. **Individual Meeting with Professor**

You must meet individually with me at least once between weeks 4 and 15 of the semester. I will be available for these meetings on most **Tuesdays between** **9:30 a.m. and 1 p.m**. A few weeks into the semester, I will send out a Doodle calendar that will enable you to schedule a meeting time. The purpose of these meetings is to review your progress, discuss in-depth your internship experiences, and provide guidance as you prepare to transition from student to professional.

**4. Weekly Journal Entries**

 In weekly Beachboard discussion threads, students are required to maintain an online journal of

 their internship experiences. At the top of each entry, make note of the days and number of

 hours worked, and include a running tally of total internship hours. Outline specific projects and tasks

 conducted during the week. Highlight achievements and attach or post links to examples of your work.

 Reflect on issues of diversity and/or ethics that arose during the week.

1. **Performance Assessments.**

You must obtain two performance assessments from your site supervisor–one after 60 hours and the second one after 120 hours of completed internship time. It is your responsibility to remind your site supervisor early enough for their scheduled completion of these forms. The performance assessments will help you chart your progress and discover your strengths and weaknesses. **Your site supervisor must write comments about your performance in order for you to receive credit**.

1. **Summary of Work Accomplished:**

Prepare and submit a one-page, single-spaced report that summarizes the work accomplished and skills developed during the internship. Samples of completed work should be attached to the report and/or links to examples of your work should be embedded in the report, if available**.** The summary must be uploaded to Dropbox by the *May 3 deadline*.

1. **Internship Critique:**

Write a critique of your internship site. This critique should be no longer than one-page, single-spaced. This document will be kept on file for the review of students considering your site as a possible internship. **Your critique must address three areas**: a description of the internship, skills required for the internship, and your personal thoughts about the internship experience at that site. In addition to these issues regarding your internship experience, you are encouraged to discuss matters that deal with diversity and gender. We live in a multicultural world and must thoughtfully address the communication challenges created by this reality—whether you are reporting on issues of discrimination, reaching an important target audience, or constructing an appropriate message.

**Students must submit a hardcopy of this critique during the final class meeting on Tuesday, May 10.** I will not acceptelectronic submissions of the critique.

**Weekly Schedule for Spring 2016**

Note: This schedule is subject to change

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| **WEEK 1**  |
|  | Tues/ Jan. 19 | Class Orientation: 9:30 a.m. to 10:45 a.m. in LA4-105Course aims, methods, and assessment guidelines |
| **WEEK 2**  |
|  | Tues/ Jan. 26 | Due: Journal Entry #1 (Introduce yourself, list your class level, describe career goals. If you already have an internship, name the site, why you picked it, list the total hours worked so far and describe what you did the week prior) |
| **WEEK 3**  |
|  | Tues/ Feb. 2 | Due: Journal Entry #2 |
| **WEEK 4**  |
|  | Tues/ Feb. 9 | Due: Journal Entry #3 |
|  |  | Due: Application Form (hard deadline—submit earlier if available) |
| **WEEK 5**  |
|  | Tues/ Feb. 16 | Due: Journal Entry #4 |
|  |  | Contract due (hard deadline—submit earlier if available)Class Meeting: 9:30 a.m. to 10:45 a.m. in LA4-105 |
| **WEEK 6**  |
|  | Tues/ Feb. 23 | Due: Journal Entry #5 |
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| **WEEK 7**  |
|  | Tues/ Mar. 1 | Due: Journal Entry #6 |
| **WEEK 8**  |
|  | Tues/ Mar. 8 | Due: Journal Entry #7 |
| **WEEK 9**  |
|  | Tues/ Mar. 15 | Due: Journal Entry #8Class Meeting: 9:30 a.m. to 10:45 a.m. in LA4-105 |
| **WEEK 10**  |
|  | Tues/ Mar. 22 | Due: Journal Entry #9 |
|  |  | Due: 60-hour Assessment |
| **WEEK 11**  |
|  | Tues/ Mar. 29 | SPRING BREAK |
| **WEEK 12**  |
|  | Tues/ April 5 | Due: Journal Entry #10 |
| **WEEK 13**  |
|  | Tues/ April 12 | Due: Journal Entry #11 |
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| **WEEK 14**  |
|  | Tues/ April 19 | Due: Journal Entry #12 |
|  |  | Class Meeting: 9:30 a.m. to 10:45 a.m. in LA4-105 |
| **WEEK 15**  |
|  | Tues/ April 26  | Due: Journal Entry #13Final week for individual meeting with the instructor |
| **Week 16**Tues/ May 3 Due: Journal Entry #14Due: Summary of work accomplished**FINALS WEEK** |  | Tues/ April 26 | Due: Journal Entry #13 |
|  | Tues/ May 10 | Class Meeting from 10:15 am to 12:15. Bring internship critique. |

**Class Schedule:**

Note that the potential for variable internship start and end dates means that some of your classmates may start or finish their internships before you do. Therefore, it is important for students to discuss start and end dates with their job-site supervisors and update me on their progress through personal communications and weekly journal entries on BeachBoard.

**Class Policies:**

Issues of Gender, Class, and Ethnicity

Appreciation of and respect for diversity is necessary to any discussion of professional excellence in communications professions. Whether issues of discrimination, reaching an important target audience or constructing an appropriate message, we will work together to heighten our awareness so we can become more skilled and responsible professionals.

Students with Disabilities

Students with disabilities who need assistance or accommodation to participate in or benefit from university programs should contact the Disabled Student Services Office (Brotman Hall 270) at (562) 985-5401 to establish their eligibility. Students are to provide the instructor verification of their disability and appropriate alternatives from Disabled Student Services.

Absences from Class

Attendance at all classes is required. In case of an emergency, contact me prior to class, if possible. Grades in a course will be adversely affected by absences. Make-ups usually are granted in strict accordance with CSULB policy, which defines excused absences as (1) illness or injury to the student; (2) death, injury or serious illness of an immediate family member or the like; (3) religious reasons; (4) jury duty or government obligation; (5) CSULB-sanctioned or approved activities. These and any other requests for an excused absence must be documented.

Assistance

If students think they might need help with some aspect of the course, they probably do. I strongly encourage students to meet with me to review their progress or if they have questions, needs or concerns. My office hours are listed at the top of this syllabus. Students can reach me via email. Please include “JOUR 498” in the subject line of all e-mails to me (gwen.shaffer@csulb.edu) regarding this class.

***Department Information***

**Advising**: If you are a journalism major or minor, the department recommends that you see one of our advisers at least once a year. We have two experienced advisers – Professor Jennifer Fleming (Jennifer.Fleming@csulb.edu) and Professor Danny Paskin (Danny.Paskin@csulb.edu) – to assist you with your course selection, answer questions about requirements, help you stay focused on your chosen path to graduation, and offer other relevant advice. Their information and advising hours are posted around the department and available in the department office (LA4-106).

**Student Media**: The department is home to the *Daily 49er* and *Dig Magazine* and closely tied to *KBeach Radio* and *College Beat TV*. Getting involved in student media will help you hone your skills and give you real-life experiences. Stop by the *Daily 49er* and *Dig Magazine* offices in LA4-201 and talk to the staff. Introduce yourself to the faculty advisers – Professor Barbara Kingsley-Wilson (*Daily 49er*, Barbara.Kingsley-Wilson@csulb.edu), Professor Gary Metzker (*Daily 49er* and *Dig Magazine*, Gary.Metzker@csulb.edu), and Professor John Shrader (*KBeach Radio* and *College Beat TV*, John.Shrader@csulb.edu) – who can answer any questions you may have.

**Bateman Case Study Competition**: Consider joining the *Bateman Case Study Competition Team*. The *Bateman Competition* (http://prssa.prsa.org/scholarships\_competitions/bateman/) is a prestigious inter-collegiate contest, often called the Super Bowl of collegiate public relations competitions. It is one of the most intense and rewarding experiences for our students. Participants on the *Bateman Team* receive JOUR 485 credit. See Professor Joni Ramirez (Joni.Ramirez@csulb.edu), our *Bateman* coach, for more information.

**Student Organizations**: The department is home to three active student organizations – the *National Association of Hispanic Journalists*, *Public Relations Student Society of America*, and *Society of Professional Journalists*. Each group has its own leaders and sponsors a variety of activities, including esteemed professionals as guest speakers. These three groups also work closely with the department to co-sponsor special events, such as Journalism and Public Relations Day. Get involved and have a blast with your classmates! Contact the respective faculty advisers for more information: Professor Danny Paskin (Danny.Paskin@csulb.edu) for **NAHJ**, Professor Holly Ferris (Holly@Ferriscomm.com) for **PRSSA**, and Professor Chris Karadjov (Chris.Karadjov@csulb.edu) for **SPJ**.

**Social Media**: Be sure to get connected to the department’s Facebook page (https://www.facebook.com/CSULBJournalism) and website (http://www.cla.csulb.edu/departments/journalism/) for photos and information about department happenings.

**Office Hours**: Each faculty member holds office hours to help you perform well in your classes, answer any of your questions, and offer advice. Take advantage of office hours and get to know your faculty.

**Accreditation**: The Department of Journalism and Mass Communication at California State University, Long Beach is accredited by the *Accrediting Council on Education in Journalism and Mass Communication*s (ACEJMC, https://www2.ku.edu/~acejmc/). Accreditation by ACEJMC is an assurance of quality in professional education in journalism and mass communication. Students in an accredited program can expect to find a challenging curriculum, good facilities, and a competent faculty.

ACEJMC lists 12 **professional values and competencies** that must be part of the education of all journalism, public relations, and mass communication students. Each one of your required courses in the journalism major addresses at least one of the 12 professional competencies. Therefore, graduates who majored in journalism and public relations should be able to do the following:

* understand and apply the principles and laws of freedom of speech and press in the United States, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication;
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communication in a global society;
* understand concepts and apply theories in the use and presentation of images and information;
* demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* think critically, creatively and independently;
* conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* apply basic numerical and statistical concepts;
* apply tools and technologies appropriate for the communications professions in which they work

**Addendum to Course Syllabus: Department of Journalism and Mass Communication**

**Withdrawal from Class:** Students may withdraw from a class from the third to the 12th week for “serious and compelling reasons.” Normally these are defined as anything of import that is beyond the control of the student. This includes, but is not necessarily limited to, death or serious illness in a student’s immediate family or a documented change in a student’s work schedule. Poor performance, tardiness and unexcused absences are not considered a serious or compelling reason beyond the student’s control for purposes of withdrawal.

**Absences from Class:** Grades in a course may be adversely affected by absences, and students should seek clarification from the instructor regarding the course absence policy. Make-ups usually are granted in strict accordance with CSULB policy, which defines excused absences as (1) illness or injury to the student; (2) death, injury or serious illness of an immediate family member or the like; (3) religious reasons; (4) jury duty or government obligation; (5) CSULB-sanctioned or approved activities [2002-03 Catalog, p. 75]. *These and any other requests for an excused absence must be documented.*

**CSULB Cheating/Plagiarism/Fabrication Policy:** CSULB takes issues of academic dishonesty very seriously. If you use any deceptive or dishonest method to complete an assignment, take an exam, or gain credit in a course in any other way, or if you help someone else to do so, you are guilty of cheating. If you use someone else’s ideas or work and represent it as your own without giving credit to the source, you are guilty of plagiarism. This does not apply if the ideas are recognized as common knowledge, or if you can show that you honestly developed the ideas through your own work. Any instructor can show you the correct ways of citing your sources, and you should use quotation marks, footnotes or endnotes and bibliographic references to give credit to your sources according to the format recommended by your instructor.