

ADV/PR INTERNSHIP

ADV350, PR 350, ADV350s, PR 350s, ADV151, PR151, ADV 395

Internship Supervisor

Dr. Isabella Cunningham

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Office Hours: M 9:30-11:30AM (BMC 4.330)

Internship Coordinator

Sally Lim

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Office Hours: T 9-11AM (BMC 4.326)

COURSE OVERVIEW

1. Have an approved internship
2. Make sure you are registered for the course
3. Check your email and Canvas frequently
4. Attend a mandatory orientation and complete a quiz on Canvas
5. Complete all 4 course assignments, 2 evaluations (mid-term and final) and 1 final report *
6. Attend at least 5 out of 8 speaker events and complete a quiz by the end of each lecture
7. Remind your supervisors to submit both the midterm and the final evaluation by deadlines
8. Have an above 70% score on your final evaluation from your supervisor
9. Participate in the course discussion forum on Canvas

* Please note that failure to meet deadlines and successfully complete all course requirements will result in a failing grade/NC/Incomplete for the class.

REQUIRED READING MATERIAL

(Apply to PR 350/PR 350s/ADV 350/ADV 350s/ADV 151/PR 151)

Killing the Cover Letter: How to Get a Job in Advertising & Public Relations in a Changed World

Author: Gene Kincaid, Publisher: Hale Fred Press, ISBN-13: 978-0615255408

Work Wise; Author: Gary Goldsmith, available at Amazon.com

**Textbook can be purchased at UT Co-op.*

Note that students enrolled in ADV 151 and PR 151 are ONLY required to have their supervisor complete the Mid-term and the Final evaluations and must also complete the final paper.

SPEAKERS REQUIRED ATTENDANCE:

The presentations by all speakers will be on Tuesdays from 6:30 to 7:30 in BMC 1.202. The speakers' schedule and a short bio for each speaker will be posted on CANVAS the week preceding each speaker presentation. There will also be a mandatory orientation on September 11 from 6:30 to 7:30 in BMC 1.202 and every student is required to attend it.

IMPORTANT COURSE DATES

Internship Application	Deadline for submitting application forms for internship approval	September 10 by 5:00 pm
(Auto-Drop)	Students who fail to obtain an approval on their internships by this deadline will not qualify to enroll and will be automatically dropped from the course.	September 13, by 5:00 pm
Mandatory Orientation (Physical class meeting)	All students are required to attend a mandatory orientation and complete an orientation quiz in order to complete this requirement.	September 11, 6:30 – 7:30 pm (BMC 1.202)
Course Assignment 1	Submit your up-to-date resume, cover letter and digital business card	February 17, by 5:00 pm
Speaker Event 1 (Physical class meeting)		February 25, 6:30 – 7:30 pm (BMC 1.202)
Speaker Event 2 (Physical class meeting)		October 2, 6:30 – 7:30 pm (BMC 1.202)
Course Assignment 2	Complete an assignment based on Sections 1-4 of the required reading material	October 3, by 5:00 pm
Course Assignment 3	Complete an assignment based on the rest of the required reading material	October 9, by 5:00 pm
Midterm Evaluations	Both supervisors and students are required to submit a mid-term evaluation on students' performance during their internship	October 12, by 5:00 pm
Course Assignment 4	Complete an assignment based on the rest of the required reading material	October 15, by 5:00 pm
Speaker Event 3 (Physical class meeting)		October 16, 6:30 – 7:30 pm (BMC 1.202)
Speaker Event 4 (Physical class meeting)		October 30, 6:30 – 7:30 pm (BMC 1.202)

Discussion Forum	The discussion forum on Canvas will be closed at 5:00 pm. Questions will no longer be accepted afterwards.	November 1, by 5:00 pm
Speaker Event 5 (Physical class meeting)		November 6, 6:30 – 7:30 pm (BMC 1.202)
Speaker Event 6 (Physical class meeting)		November 19, 6:30 – 7:30 pm (BMC 1.202)
Speaker Event 7 (Physical class meeting)		December 4, 6:30 – 7:30 pm (BMC 1.202)
Final Evaluations	Both supervisors and students are required to submit a final evaluation on students' performance during their internship	December 7, by 5:00 pm
Final Report	Submit a final report of your internship (the report guidelines will be posted on Canvas).	December 10, by 5:00pm

** Please note that the course does not require in-person attendance every week; physical meetings are highlighted in orange shade, and the date, time and venue of these lectures are subject to change. Please refer to the TA's Canvas announcement if necessary.*

NOTE: If changes in the schedule become necessary, you will be notified of such changes on CANVAS a week before the change.

COURSE REQUIREMENTS

1. INTERNSHIP APPROVAL

All students must submit an application form for Dr. Cunningham's review and approval by **September 10 by 5:00 pm**. Students who fail to secure an approved internship by the 12th class date of the semester will be automatically dropped from the course.

2. MANDATORY ORIENTATION

All students are required to attend the mandatory orientation on September 11, 6:30 – 7:30 pm (BMC 2.106), and to complete a quiz by the end of the orientation. The orientation requires students' physical presence. Students who do not attend the orientation in person will not receive a "Complete" on the task. *Exception: Students who are part of the UT LA program need to arrange a 1-to-1 meeting with the TA (by phone or by Skype) prior to the orientation date.*

3. COURSE ASSIGNMENTS

In total, there are **4 written assignments** for students to complete throughout the course. Students who fail to complete any one of these assignments on time will receive an “Incomplete” for the course. *Exception: Students who enroll in ADV 395 or ADV 151 are not required to complete assignments pertaining to the reading materials, i.e. Course Assignment 2~4.*

4. SPEAKER EVENTS

Students are required to attend at least **5 out of 7 speaker events** during the course. Please refer to the above chart of Important Course Dates for the date, time, and venue of each speaker events. By the end of each speaker event, students will be asked to complete a quiz regarding the lecture topic in class, which counts for the completion of each speaker event. Additionally, students who use electronic devices (including laptops and/or smartphones) during the lecture will be asked to leave the lecture hall and thus will not receive a complete grade on the task.

5. DISCUSSION FORUM

A discussion forum will be set up on the course Canvas site. Students can post any question regarding their internships on to the forum, and Dr. Cunningham will reply to these questions via Canvas. Students can post their questions anytime, but inquiries will no longer be accepted after **November 1, at 5:00 pm.**

6. MIDTERM AND FINAL EVALUATIONS

Both supervisors and students are required to complete a mid-term and a final evaluation on students' performance during the internship. The mid-term evaluation will be released on October 5, and is due on **October 12, by 5:00 pm**; the final evaluation will be released on **December 1** and is due on **December 7, by 5:00 pm.**

- a. **Student Evaluation:** A link to students' self-evaluations will be posted on Canvas.
- b. **Supervisor Evaluations:** Supervisors' evaluations will be sent directly to them via email from the TA. Student will be asked to provide their supervisors' email contacts during the mandatory orientation. If there is a change in supervisors' means of contact, please inform the TA as early as possible. **It is students' responsibility to confirm whether their supervisors have received the evaluation forms and remind their supervisors to complete the task by deadlines.** In addition, students will be notified if they receive below 70% scores for their mid-term evaluations; and all students must receive **above 80%** scores in their final evaluations in order to pass the course.

7. FINAL REPORT

The final report serves as your synopsis and final evaluation of the internship experience. It is important to be honest when it comes to evaluating your internship. Report Guidelines will be available in a separate document and will be posted to Canvas later in the semester. The final report is due on **December 10, by 5:00 pm**, and late submissions will not be accepted unless previously arranged with Dr. Cunningham.

GRADING POLICY

This is a **Credit/No Credit course**. As such, **students will not receive credits for this class unless you complete ALL course requirements by the specific deadlines set in the course syllabus.**

In particular, your “grade” will be determined by the following criteria:

1. Did you complete all course assignments on time?
2. Did you complete the required work hours?
3. Did you show improvement between your midterm and your final supervisor evaluation?
4. Did you submit a well-written, edited and honest final evaluation *by the deadline*?
5. Did you notify the Internship Coordinator if your internship duties changed significantly?

COURSE POLICIES

Academic Integrity and Standards

Students are expected to uphold the highest standards of academic honesty and integrity in all course activities and assignments. It is expected that there shall be no deception regarding the representation made by the student of his/her preparation, participation or performance.

Plagiarism is presenting another person’s work as though it is one’s own and is a form of fraud. Plagiarism includes (but is not limited to) the presentation of a sequence of words from another writer, utilized without proper attribution. It is critical that students properly acknowledge the work of others and that the acknowledgement be accurate and complete.

The remainder of the course requirements and policies relating to cheating and plagiarism are subject to the standard policies and procedures for all UT-Austin students as established by UT-Austin.

University of Texas Honor Code

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

Documented Disability Statement

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone). Also, see <http://www.utexas.edu/diversity/ddce/ssd/>

Use of Canvas

In this class we will use Canvas—a Web-based course management system with password-protected access—to distribute course materials, to communicate and collaborate online, to post grades, to distribute assignments, and to give students online quizzes and surveys.

Use of E-Mail for Official Correspondence to Students

Email is recognized as an official mode of university correspondence; therefore, you are responsible for reading your email for university and course-related information and announcements. You are responsible to keep the university informed about changes to your e-mail address. You should check your e-mail regularly and frequently—

I recommend daily, but at minimum twice a week—to stay current with university-related communications, some of which may be time-critical. You can find UT Austin's policies and instructions for updating your e-mail address at <http://www.utexas.edu/its/policies/emailnotify.php>.

Religious Holy Days

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

Behavior Concerns Advice Line (BCAL)

If you are worried about someone who is acting in a disturbing manner, you may use the Behavior Concerns Advice Line to discuss by phone your concerns about another individual's behavior. This service is provided through a partnership among the Office of the Dean of Students, the Counseling and Mental Health Center (CMHC), the Employee Assistance Program (EAP), and The University of Texas Police Department (UTPD). Call 512-232-5050 or visit <http://www.utexas.edu/safety/bcal>.

Emergency Evacuation Policy

Occupants of buildings on the UT Austin campus are required to evacuate and assemble outside when a fire alarm is activated or an announcement is made. Please be aware of the following policies regarding evacuation: Familiarize yourself with all exit doors of the classroom and the building. Remember that the nearest exit door may not be the one you used when you enter the building. If you require assistance to evacuate, inform me in writing during the first week class. In the event of an evacuation, follow my instructions or those of class instructors. Do not re-enter a building unless you're given instructions by the Austin Fire Department, the UT Austin Police Department, or the Fire Prevention Services Office.

Drop Policy

The State of Texas has enacted a law that limits the number of course drops for academic reasons to six (6). As stated in Senate Bill 1231: "Beginning with the fall 2007 academic term, an institution of higher education may not permit an undergraduate student a total of more than six dropped courses, including any course a transfer student has dropped at another institution of higher education, unless the student shows good cause for dropping more than that number." You can find advice, models, templates, and other resources for designing your course syllabus on the DIIA website at <http://www.utexas.edu/academic/diia/>