

ADVERTISING - PUBLIC RELATIONS

**INTERNSHIP**

**REGISTRATION**

**PACKET**

LIGHTHOUSE

FELLOWSHIP

YOUTH GROUP



**Nicholson School of  
Communication and Media**

UNIVERSITY OF CENTRAL FLORIDA

## Internships

In an internship, students work in an organization, carrying out specific job functions that relate to the advertising and public relations field and earn college credit. Advertising-Public Relations majors are required to do one, 3-credit hour internship to graduate. You must have **completed** (not be currently enrolled in) either ADV 3008 to do an advertising internship or PUR 4000 to do a public relations internship.

An internship is required for several reasons:

- It provides essential hands-on experience to develop real-world skills that you cannot get in the classroom
- Internships add professional experience to your background and provide networking opportunities.
- There is no better way to find your first job in the field than with practical experience and professional connections.

Internships provide all of these while you are still in school.

**Employer's Role:** In keeping with the purpose of the program, intern employers should assume the role of professional mentor. Employers are encouraged to give their interns as much responsibility as they comfortably can, given the skill level of the intern and the needs of the organization involved. Past experience has shown that structure is crucial for both parties.

**Withdrawing from an Internship:** If unforeseen circumstances require the termination of an internship, the faculty supervisor should be immediately informed and the university process for a class withdrawal should be executed. Should any problems arise during the internship, either the employer or the intern should notify the faculty supervisor immediately. Should an internship be terminated prior to the end of the semester by either the employer or the student, it is the responsibility of the student to notify the faculty supervisor immediately. Failure to do so will mean failing the course and could be grounds for removal from the Ad/PR program.

## Finding an internship

Internships can be found in several ways.

1. **Find one on your own.** Want to go home for the summer, or to another city, and work in an ad agency or a company that performs marketing communication functions? You can do that. Just bring a job description to your faculty adviser along with a completed internship form for approval.
2. **Attend Intern Pursuit.** This is a meet-and-greet program held each fall and spring where local advertising and public relations professionals gather to find UCF Ad-PR interns.
  - The events are on **(Fall 2019) Tuesday, Oct. 22, 2019, (Spring 2020) Thursday, March 26, 2020, and (Fall 2020) Wednesday, October 28, 2020.** Time is 6:30 to 8 p.m. in the Pegasus Ballroom. (Ad Club and Quotes member are admitted at 6 p.m.) Business attire required.

NOTE: All internship forms must be completed and turned in to the Nicholson Academic Student Services Center (NASSC) at least 48 hours prior to the last day of regular registration for the semester in which you want credit.

## Credit Hours

**Credits Allowed:** Internships are variable credits from one to six hours. No more than six hours of internship can be enrolled in a single semester. Multiple internships at different sites in a single semester are not recommended.

**Credit Hour to Hours on the Job Formula.** Internships follow this formula; In **fall** and **spring**, a 16-week semester, the formula is 1-to-3. For every credit hour you register for, you need to work a minimum of three hours **a week** on the job. So, a 3-credit hour internship (the most popular) requires at least 9 hours a week on the job. In **summer**, when the semester is 12 weeks, the formula is 1-to-4. So three credit hours requires at least 12 hours a week on the job. You and your employer may agree to work more hours per week. That does not mean you have to register the internship for more credit. You should only register the credit hours you need. If your employer would like for you to work 15 hours per week and you agree, that's fine. But that does not mean you have to register the internship or 5 credits. If you only need 3 credit hours, you should only register 3.

**Summer internships are in Summer C term.** You cannot intern only Summer A or only Summer B.

*A note on internship hours:* No matter how many credits you register for, you will get the most out of your internship experience by working full days. Try to at least put in two full days a week to increase your chances of working on projects and not just doing busy work.

**Post Facto Credit:** Internship credits cannot be awarded for work from prior to taking ADV 3008 and/or PUR 4000 or for work done in past semesters

## Grading procedure

**Internships are graded as S/U**—Satisfactory or Unsatisfactory—and not by letter grade. It does not affect your GPA, but it does count toward your 120 hours required for graduation and your 36 hours required in Ad-PR.

Your faculty supervisor will assign a grade of satisfactory or unsatisfactory based upon assessment from your internship employer. Your internship supervisor will complete an online UCF advertising-public relations internship employer assessment. It is the student's responsibility to obtain the assessment form (from the Webcourse) and make certain that the internship employer completes it no later than the last week of classes for the term (not during exam week). You do not need to meet with the faculty supervisor to turn in this form.

**Unsatisfactory performance:** If an internship is graded as a "U" or unsatisfactory, the student will be prohibited from further participation in the process until his or her case is reviewed by the Ad-PR faculty.

**The Internship Class:** There is a Webcourses component to internships. You will diary about your internship experiences, as well as have a few activities to complete by specified deadlines. The faculty internship supervisor will provide feedback and input as necessary. You cannot earn a satisfactory grade for the internship without completing the Webcourse work.

NOTE: All internship forms must be completed and turned in to the Nicholson Academic Student Services Center (NASSC) at least 48 hours prior to the last day of regular registration for the semester in which you want credit.

## Registering for an internship.

You cannot register yourself. There are multiple steps to register an internship. So do not wait until the last minute to do so.

**Step 1:** Print the internship registration form, which can be found at the end of this document. Complete the student portion.

**Step 2:** Take the form to your internship employer, have him or her complete the employer part, and you both sign it.

**Step 3:** Bring the form to an Ad/PR internship orientation session where the Ad-PR Area Coordinator and Faculty Adviser will approve the internship and complete the paperwork with you. Orientation sessions are held across the first 2 days of each semester as well as at the end of each semester (generally on study day when the semester calendar includes one). The NASSC office will send an email with dates, times and locations of these sessions which last about 20 minutes. You must attend one to register your internship.

**Step 4:** Take the signed form to NASSC, NSC 130, where the staff will generate paperwork and register your internship.

**Step 5:** Once the internship is registered by NASSC in MyUCF, you need to pay for the credit hours or UCF will drop you from the course. *Late Registration Fee:* UCF policy states that students who register for the first time during late registration and add/drop period will be assessed a late registration fee of \$100. All registration activity must be completed by 11:59 p.m. on the last day of late registration and add deadline.

**Step 6:** The course should be in your class schedule within 24 hours of turning the form into NASSC. The accompanying webcourse should also be available no later than the first day of the semester. If completing the paperwork after the start of the semester, the webcourse should be available within 24 hours of turning the form into NASSC. If it is not, contact [Lindsay.Hudock@ucf.edu](mailto:Lindsay.Hudock@ucf.edu) immediately as you may have been registered incorrectly and this must be addressed prior to the end of add/drop to avoid a fee.

**Deadline for registering an internship:** All internship paperwork must be signed by Ad-PR faculty 48 hours prior to the end of regular registration. Do not wait until the first week of classes to begin the internship registration process. By the first week of classes your form should be signed by the employer and you should be prepared to attend an internship orientation session.

**Internship Paperwork:** The internship agreement form is the only form an Ad-PR faculty member will sign. Some out-of-area internships ask for verification of students receiving credit for the internship and ask for faculty to write letters certifying this. Our response is for students to show the employers their fee invoice. Because of the size and scope of our internship program, faculty members do not have the time to manage multiple individualized letters and paperwork, which many times are about things faculty have no authority to approve or certify. If internship employers are insistent on their own paperwork being completed, you need to do your internship through the Office of Experiential Learning.

**Internship Denial:** Internships are a privilege. The Ad-PR faculty may, as a committee of the whole, refuse to approve an internship for a student if they deem that the internship might reflect negatively on the Nicholson School of Communication and Media and the internship program.

NOTE: All internship forms must be completed and turned in to the Nicholson Academic Student Services Center (NASSC) at least 48 hours prior to the last day of regular registration for the semester in which you want credit.

## Internship Agreement and Registration Form

Each of the eight programs in the Nicholson School of Communication and Media (**Ad-PR, Comm & Conflict, Digital Media, Film BA, Film BFA, Human Comm, JOU, and RTV**) permits students to perform internships for credit. Each program has its own policies and procedures that govern how many hours of credit may be earned and counted toward graduation and what is required of the student performing the internship. You are required to obtain, read and follow the instructions in your program's internship registration packet available at the Nicholson Academic Student Services Center (NASSC), NSC 130 or UWCV 200. If you have any questions, you may contact the center at (407) 823-2681.

**The following procedures apply to all internships in the NSCM:**

1. Obtain the internship registration packet in your program from your faculty member or in NASSC, located in NSCM 130 or UWCV 200.
2. See a faculty member in your major to ensure that you are qualified to take an internship for credit. The faculty member can also assist you with internship selection or the qualification of the internship site. **We recommend that you meet with faculty 2 months prior to the registration deadline.**
  - a. **NOTE: All students must meet eligibility to register their internship for credit. This is specified in the Internship registration packet.**
3. Complete the **Student Information** on the Registration Form.
4. Contact your internship employer. Have them complete the **Employer Approval for Internship section**. If the employer has a job description for the internship, it may be attached to the form and the designated duties description may be left blank. **Your internship employer must sign the form prior to obtaining the faculty member's and program coordinator's signatures.**
5. Obtain the faculty member's **and** program coordinator's signatures and bring completed forms to NASSC in NSC 130 or UWCV 200. Once approved by NASSC, registration will be completed in person by the advising team.
6. **Deadline:** Completed forms should be submitted before the first week of classes. They must be turned in to NASSC before the registration deadline. Regular Registration is typically defined by the university as the business day prior to the start of the Add/Drop period. Please visit the UCF academic calendar for specific dates.
7. **Late Registration Fee:** UCF policy states that students who **are not enrolled** in any courses and who register **for the first time** (meaning that you did not enroll in any courses prior to add/drop week) during Late Registration and Add/Drop period will be assessed a Late Registration Fee of \$100. Internship registration should be completed prior to the start of Add/Drop to avoid the late fee. All registration activity must be completed by 11:59 p.m. on the last day of Late Registration and Add deadline. No late adds or drops will be permitted. This may not apply to you if you are enrolled in courses before add/drop begins.

**You may contact NASSC with any questions at (407) 823-2681.**

## INTERNSHIP AGREEMENT AND REGISTRATION FORM

### 1. Student Information

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ PID: \_\_\_\_\_  
 Major/Minor: \_\_\_\_\_ E-mail: \_\_\_\_\_@knights.ucf.edu Phone: \_\_\_\_\_  
 UCF GPA: \_\_\_\_\_ Major GPA: \_\_\_\_\_ Credit Hours (Completed): \_\_\_\_\_ Previous Intern Hours: \_\_\_\_\_

Students must complete pre-requisite courses in their major prior to enrolling an internship for credit. Please review your major's internship guide or consult with an advisor for information about major specific pre-requisite courses.

List Major Specific Courses Completed or In Progress (in the current term) below:

Course Prefix and #	Grade (enter IP for In Progress Enrollment)
_____ ADV3008	_____
_____ PUR4000	_____

### 2. Employer Approval of Internship

I have been informed of the requirements of the Nicholson School of Communication & Media internship program by the student and I understand my responsibilities regarding the requested internship. I have interviewed the student and we have agreed to have the student work an average of \_\_\_\_\_ hours per week for the entire semester. The internship will run concurrently with the university's academic semester and finish on the last day of classes for the term. The final report/evaluation is due to the faculty member by the last day of classes of the semester enrolled.

**Designated duties of the intern are: (Please be specific or attach a job description).**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Company Name: \_\_\_\_\_ Supervisor Name: \_\_\_\_\_  
 Supervisor E-mail: \_\_\_\_\_ Supervisor Phone: \_\_\_\_\_  
 Company Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 On-Site or Remote Internship : \_\_\_\_\_ Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### 3. Faculty Approval of Internship

Faculty Member Name (Print): \_\_\_\_\_ Faculty Member Signature: \_\_\_\_\_  
 Program Coordinator or Designee Approval: \_\_\_\_\_ Date: \_\_\_\_\_

### 4. Enrollment of Internship Course

Term: _____	Year: _____			
Title	Class #	Course Prefix and #	Credit Hours	Grade S/U Only
_____	_____	_____	_____	_____

**STUDENTS MUST SIGN:** I have read and agreed to the condition of the internship program and of this agreement. I accept responsibility for payment of my semester tuition and fees by the published deadline in the UCF Academic Calendar. I understand that if I fail to pay my tuition and fees by the deadline, I will be charged a \$100 late payment fee, my records will be put on hold, my account will be referred to a collection agency, and I may incur other financial consequences. I understand that internship is graded as S/U only and has no impact on my cumulative, major or UCF GPAs. I understand if I am not enrolled in any courses prior to add/drop week, I will be assessed a late registration fee of \$100.

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 NSCM Advisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_