

# INTERNSHIP REGISTRATION PACKET

ADVERTISING - PUBLIC RELATIONS



UCF

Nicholson School of  
Communication and Media

UNIVERSITY OF CENTRAL FLORIDA

*Note: Each of the degree programs in the Nicholson School of Communication and Media has its own policies and procedures for internships 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. If you have any questions, you may contact the center at (407) 823-2681. This packet contains the requirements for Advertising and Public Relations Internships only.*

## 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 or PUR 4000 to register an Ad/PR 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 October and March where local advertising and public relations professionals gather to find UCF Ad-PR interns. Please see <https://quotesucf.com/intern-pursuit/> for more information and to see the specific dates scheduled for this year.

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 three hours. No more than three hours of internship can be enrolled in a single semester. Multiple internships at different sites in a single semester are not recommended. The maximum number of internship credit hours that can be used toward the Ad/PR major is 6.

**If you are an Ad/PR major or hope to be, you should register your first internship for 3 credit hours** to count for your required program internship. A second internship registered for 3 credit hours can count as an Ad/PR restricted elective. You should not register an internship for anything other than 3 credit hours without talking to an academic adviser first.

**Credit Hour to Hours on the Job 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 standard internship) 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 register the internship for more credit hours. This formula just establishes the minimum number of hours per week the university will accept.

**Summer internships are 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 on your performance in the internship webcourse as well as an assessment from your internship employer at the end of the semester.

**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 an internship

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

**Step 1:** Get the internship registration form, which can be found at the end of this document. Complete the student portion (Section 1). In section 4, fill in the blanks for the term (fall, spring, summer) and year that you are registering the internship for. For the course title, list Ad/PR Internship. For course prefix and number, list PUR 4941 and for credit hours list the number of credit hours you're registering the course for. This should be 3 unless you've spoken with an academic adviser who has recommended something different. You can leave the class # field blank. If you are completing this form electronically, you **MUST DO SO** by downloading the writeable PDF, saving it to your computer, and opening it from the saved file using Adobe Acrobat DC. This will allow all fields to remain writeable throughout the process. If you are not able to do so, the form will need to be printed and filled out by hand at each step.

**Step 2:** Take or send the form to your internship employer, have him or her complete the employer part (Section 2). They can print the form and write directly on it or type into the document. They can sign it by hand or insert an electronic signature. IF the want to complete the form electronically, they will also have to do so by downloading the writeable PDF, saving it to their computer, and opening it from the saved file using Adobe Acrobat DC. If they are not able to do this, the form will need to be printed, filled out by hand and then scanned and returned to the student.

**Step 3:** Make sure your employer completed all fields in section 2. Sign and date at the bottom where it asks for the student signature.

**Step 4:** If all forms on the PDF have remained writeable, you can email the form to [Lindsay.Hudock@UCF.edu](mailto:Lindsay.Hudock@UCF.edu). If the fields are no longer writeable, you will need to print the form and bring the physical copy to the Ad-PR Program Coordinator, Lindsay Hudock who will approve the internship and complete the paperwork with you. During the semester, you can bring your paperwork to any of Ms. Hudock's office hours.

**Step 5:** Submit the signed form to NASSC by emailing [nassc@ucf.edu](mailto:nassc@ucf.edu) or bringing a printed copy to NSC 130, where the staff will manually process your form for registration. This may take up to 24 hours. Your finalized form will then be submitted to the College of Sciences for registration.

**Step 6:** Once the internship is registered by the College of Sciences 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 7:** The course should be in your class schedule and the accompanying webcourse should be available within 72 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.

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.

**Deadline for registering an internship:** All internship paperwork must be signed by Ms. Hudock 48 hours prior to the end of regular registration.

**Internship Paperwork:** The internship agreement form is the only form Ms. Hudock 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 or 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 the internship program.

**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 at (407) 823-2681 with any questions about the internship registration process.**

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

### 1. Student Information

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_ PID: \_\_\_\_\_  
 Major: \_\_\_\_\_ E-mail: \_\_\_\_\_@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: \_\_\_\_\_  
 Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### 3. Faculty Approval of Internship

Program Coordinator Name (Print): \_\_\_\_\_  
 Program Coordinator Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### 4. Enrollment of Internship Course

Term: \_\_\_\_\_ Year: \_\_\_\_\_  

| Title            | Class # | Course Prefix and # | Credit Hours | Grade    |
|------------------|---------|---------------------|--------------|----------|
| Ad/PR Internship | _____   | PUR 4941            | _____        | 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: \_\_\_\_\_

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