

Nicholson School of Communication



Advertising-Public Relations Internship Packet



UCF

**Nicholson School
of Communication**



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.

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.
3. **Search www.InternQueen.com, or our website, <http://internconnect.cos.ucf.edu/>.** Students can find an internship that interests them and contact the person listed in these sites directly.
4. **Contact the Office of Experiential Learning.** This office has some national opportunities. They are located in the Career Services & Experiential Learning building which is connected to the Psychology building.

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 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 12 hours a week on the job.

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.

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: Complete 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. Then bring the completed form to Ms. Lindsay Hudock, who will supervise your internship.

Step 3: Take the form to the Ad-PR Area Coordinator to approve the internship before it will be turned over to NASSC for processing.

Step 4: You then have to take the signed form to NASSC, NSC 143, where the staff will generate paperwork. In peak registration times, you may have to come back 24 hours later.

Step 5: After that paperwork is complete, you need to take it all to COSAS (College of Science building, room 250) where they will register your internship credit.

Step 6: Once the internship is registered by COSAS 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.

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, or you will find long lines, no faculty around to sign your form and increased frustration.

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 the internship program.



Internship Agreement and Registration Form

Each of the five programs in the Nicholson School of Communication (HUMAN COM ■ COM & CONFLICT ■ RTV ■ Ad-PR ■ JOU) 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 fact sheet available in the Nicholson Academic Student Services Center (NASSC), NSC 143. If you have any questions, you may contact the center at (407) 823-2681.

The following procedures apply to all internships in the NSC:

1. Obtain the fact sheet for internships in your program from your faculty member or in NASSC, located in NSC 143.
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 begin meeting with faculty 1 to 2 months prior to the registration deadline.**
 - a. **NOTE: Ad-PR majors are not required to meet with a faculty member prior to completing the internship form. However, they must complete either PUR 4000 or ADV 3008 prior to completing internship credit.**
3. Complete attached internship form. The form must indicate:
 - a. Complete contact information, including UCF PID and Knights E-mail address
 - b. UCF and Major GPAs
 - c. Total credit hours completed
 - d. Previous internship hours completed
 - e. Term you plan to complete the internship (summer internships are for session "C" only)
 - f. Area of internship (COM ■ RTV ■ ADV ■ PUR ■ JOU)
 - g. The number of credits you wish to enroll
 - h. Pre-requisite courses you have completed with grades earned
 - i. How many hours per week you will work for the employer
 - j. Place where you plan to intern
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 143. Once approved by NASSC, registration must be completed in person by the College of Sciences Academic Services (COSAS) office in CSB, Room 250.
6. **Deadline:** Completed forms 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 consult the current UCF academic calendar at <http://www.registrar.sdes.ucf.edu/calendar/academic> 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.



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INTERNSHIP AGREEMENT AND REGISTRATION FORM

Name: _____ PID: _____

(Print-Last) (First)

Major: _____ E-mail: _____@knights.ucf.edu Phone: _____

UCF GPA: _____ Major GPA: _____ Total Credit Hours Completed: _____ Previous Intern Hours Completed: _____

1. EMPLOYER APPROVAL OF INTERNSHIP

I have been informed of the requirements of the Nicholson School of Communication internship program and understand my responsibility regarding the requested internship. I have interviewed the student. We have agreed to an internship for _____ credit hours. The student plans to work a minimum of _____ hours per week for the semester. The internship will run concurrently with the university's academic semester and end on the last day of classes for the term. The final internship report and/or evaluation are/is due to the faculty member on or before _____ or by the last day of class. It may be mailed directly or faxed (attention to the specific faculty member) to (407) 823-6360.

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

Company Name: _____ Supervisor Name: _____
Supervisor E-mail: _____ Supervisor Phone: _____
Supervisor Address: _____ City: _____ State: _____ Zip: _____
Supervisor Signature: _____ Date: _____

2. FACULTY APPROVAL OF INTERNSHIP

Course Goal: To provide students with a context for interpreting the theories and tools presented in their program course work, and to provide them with an opportunity to apply them in a practical setting

Course Description: Provides student with supervised, industry-related work experience in a sponsoring organization

Course Requirements: Per degree program, see UCF Undergraduate Catalog

Method of Evaluation: Per internship instructor; pass/fail (S/U only)

I have completed the following courses to qualify me for internship credit (see your advisor to determine this requirement):

Course Prefix and #	Grade	Faculty Member	
_____	_____	_____	(Print)
_____	_____	_____	Date _____
_____	_____	_____	(Signature)
_____	_____	Program Coordinator Approval	(Signature)
_____	_____	_____	Date _____

3. ENROLLMENT IN INTERNSHIP COURSE

Term: _____ Year: _____ File form at least 48 hours prior to regular registration deadline (BEFORE Add/Drop period)
(Note: Late Registration Fee policy)

Title	Class #	Prefix	Course #	Credits (circle one)	To be graded as
		Office Use Only			
ADV Internship	_____	ADV	4941	1 2 3 4 5 6	S/U Only
COM Internship	_____	COM	4941	1 2 3 4 5 6	S/U Only
JOU Internship	_____	JOU	4941	1 2 3 4 5 6	S/U Only
PUR Internship	_____	PUR	4941	1 2 3 4 5 6	S/U Only
RTV Internship	_____	RTV	4941	1 2 3 4 5 6	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. 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: _____

NASSC Advisor Signature _____

Date: _____