

MC 481 – Internship/Senior Portfolio

Sample Syllabus

Instructor	Office	Email/Phone	Office Hours
Cory Byers	DH 2048	cobyers@siue.edu 618-650-3827	M/W 10:00-12:00, T/R 11:00-12:00 & by appointment

Course Overview

Experience with professional media under the joint supervision of Mass Comm. Dept. faculty and media professionals, along with presentation of a senior portfolio for evaluation by professionals. Not for graduate credit. Prerequisites: Mass Communications major, **senior standing and approval of instructor**.

Note: You may not receive credit after the fact for an internship, EXCEPT for MCOM 271 from Lewis & Clark. Your internship must be approved by the Department's Internship Coordinator before you do it. Next there is paperwork (the intern data sheet and the student participation agreement to fill out, followed by your registering for the course online. Carefully read our Internship Q and A and other important documents on our Department Website: www.siu.edu/MASSCOMM

Requirements of MC 481

1. Watch the two lectures on Blackboard – “Internships” and “Portfolios.”
2. Satisfactory completion of a minimum of 175 hours on the job.
3. The Personnel Evaluation form filled out by your supervisor at the end of your internship. This will account for 50% of your MC 481 grade. Email me near the end of the internship to have me send it.
4. Your Internship Paper: an overview of your internship, emailed to me once your internship concludes. [single-spaced, named: First Name Last Name Internship Paper]

Please include the following (and feel free to add more):

1. What your duties and accomplishments were;
2. What you learned there;
3. What you didn't learn but wish you did;
4. What it's like working with the people at your internship venue;
5. Your advice to students who will follow after you;
6. What did we teach you that helped you most on the job there;
7. What didn't we teach you that you really needed to know there;
8. Any other comments you wish to make.

Your comments will help us determine whether your media organization is providing you a good learning experience, and whether we should continue to OK other students to work there.

5. Your Assessment Letter: an overall evaluation of the Mass Comm department, emailed to me one week after the portfolio deadline. [single-spaced, named: First Name Last Name Assessment Letter]

Your letter will assist the faculty in assessing how we're doing: For example, are the required courses in your professional option adequate to prepare you for entry-level work in your chosen field? Use this letter to compare your academic preparation to the entry-level requirements on the job at your internship. Also, tell us if certain courses and assignments were more helpful to your learning experience than others. Also comment on your experiences with your advisor regarding career information and help in selecting courses during pre-registration.

Also a major part of your learning experience is what YOU put into it, and we want to know your assessment of how you did. In retrospect, did you do your part in the learning process? How many

hours per week (total) did you devote to going to class, completing assignments, reading and studying? Did you take advantage of any extracurricular programs, organizations and events provided by the department to extend and expand your learning and skills, or were you burning rubber out of the parking lot the second classes were over?

This must be in a Word document, e-mailed to me because after we take your names off your letters, they will be combined into one large report to the faculty. Say what you feel: you will have complete anonymity.

6. Satisfactory completion of your Senior Portfolio (see additional handout). This will account for the other 50% of your MC 481 grade. The portfolio deadline is: **Monday, Nov 4, by 4:00 pm.**

Email your portfolio link to me (cobyers@siue.edu) by 4:00 pm Monday. If you miss the deadline, you will be required to wait until the following semester to submit the portfolio.

7. Completion of the **Exit Exam**, which can be taken on Blackboard – under My Organizations, click on Mass Communications Assessment. On the following page (left-hand side) click Testing, then MC Exit Exam (MC 481). This exam is NOT graded but must be completed by the end of the semester.

Grading

If you receive below a 60 score on the intern evaluation form or are fired, your grade for MC 481 is “F”. If you receive between a 60 and 69 score on your intern evaluation form, your MC 481 grade is a “D.” Since Mass Comm majors must earn at least a “C” in all major courses, neither an “F” or a “D” satisfies the department’s requirements. In both cases, you will not be given a second chance to intern off-campus. Why? You have proven that for one shortcoming or another, you’re not reliable enough for us to trust with our department’s reputation. To earn 36 credits in Mass Communications and graduate, you must successfully complete an additional 400-level Mass Communications course chosen for you by one of the faculty in your professional option. If you earned less than a score of 70 on your portfolio, you must revise and re-submit it until it is deemed passable and will be given a 70. If you have not yet submitted your portfolio at the time you are fired (or earn less than a 70 on the intern evaluation form), to meet department requirements, you will still have to submit the portfolio and earn a grade of at least 70. This is because all SIUE students must complete a Senior Project, and our senior portfolio is the Mass Communications Department’s senior project. Note: If you had already successfully completed an extra three Mass Communications credits (not counting MC 481 or 482), as some majors do, and thus have earned 36 total credits of Mass Comm with a “C” or better and have met all other major requirements, you are not required to complete the course substitute for MC 481.

As stated above, your 0-100 numerical score on the personnel evaluation form determines half your final grade, and your 0-100 score on your Senior Portfolio makes up the other half. These two scores are averaged: A 90-to-100 average is an “A”; 80-89 gets a “B”; 70-79 a “C”; below 70, a “D”, below 60 an “F”. The Internship Paper, Assessment Letter, and Exit Exam are non-graded but required assignments. This is to say that if any are not turned in, you do not complete the course and will receive an “I” grade. Also, the quality of the papers is important: papers turned in with numerous misspellings, grammar errors, typos, etc., are not acceptable, and will be returned to you for rewrites.

NOTE: If you are doing your internship now but planning to graduate sometime within a year, you can arrange to receive an “I” (Incomplete) grade. During the semester, you’d complete your internship hours, arrange with your internship coordinator for your Intern Evaluation Form to be filled out by your supervisor and turn in your internship paper. Then, on the portfolio deadline date for the following semester, you turn in your portfolio and your assessment letter.

Important Dates

When you have a week or so of your internship left, send me an email telling me to send your supervisor your Evaluation Form (and be sure to remind them to fill it out and send it back to me).

Internship Paper due: once your internship concludes – email it to me

Portfolio due: Monday, 11/4, by 4:00 pm – email the link to me

Assessment Letter due: a week after the portfolio – email it to me

Exit Exam due: by the end of the semester – take on Blackboard

A Note about Mass Comm Equipment

You are not allowed to check out any Mass Comm equipment for use at your internship.

Reminder

You are representatives of SIUE and the Mass Communications Department: Up until now, it's been "school." On an internship it's for real, and the stakes for you are extremely high. Work long and hard. Interns they may choose to hire are almost always the ones who volunteer to stay late to get the job done. Each company's culture is different and you must learn to fit in. Dress according to employee regulations, speak well and articulately, listen mostly, shut up a lot (that's how you listen), but ask questions and learn *their way* of doing things. Make sure they only have to tell you how to do something once. But if you don't know how to do something, don't fake it. ASK. Do all you can to meet people on the job who might give you good advice and/or help you find a job later on. You're there to learn and be of some service, but also to "network:" so make many friends. Remember names: write them down. Print your own business cards so you can distribute them to the pros you meet. The card could say something like, "John Smith, Advertising Creative Services," "Mary Jones, Television Production," or "Jack White, Photojournalist," along with your cell phone number and e-mail/personal website addresses. You characterize the Mass Communications Department's final "product": Employers rate how good the Mass Comm program is by your behavior and performance. Most employers' hiring decisions take into account where students earned their degrees. So besides earning a good grade in the course and adding a good reference to your resume, it is in your best interest to maintain and improve the SIUE Mass Communications Department's reputation. Over the long run, it will help you get more interviews and more job offers. Represent us well!

Diversity and Inclusion

SIUE is committed to respecting everyone's dignity at all times. In order to learn, exchange ideas, and support one another, our virtual and physical classrooms must be places where students and teachers feel safe and supported. Systems of oppression permeate our institutions and our classrooms. All students and faculty have the responsibility to co-create a classroom that affirms inclusion, equity, and social justice, where racism, sexism, classism, ableism, heterosexism, xenophobia, and other social pathologies are not tolerated. Violations of this policy will be enforced in line with the SIUE Student Conduct Code.

The Hub <https://www.siue.edu/csdi> is an excellent resource for students for support and community. Any person who believes they have experienced or witnessed discrimination or harassment can contact Ms. Jamie Ball, Director in the Office of Equal Opportunity, Access and Title IX Coordination at (618) 650-2333 or jbball@siue.edu. There is also an online form for reporting bias incidents at https://cm.maxient.com/reportingform.php?SIUEEdwardsville&layout_id=10.

Services for Students Needing Accommodations

Students needing accommodations because of medical diagnosis or major life impairment will need to register with Accessible Campus Community & Equitable Student Support (ACCESS) and complete an intake process before accommodations will be given. Students who believe they have a diagnosis, but do not have documentation, should contact ACCESS for assistance and/or appropriate referral. The ACCESS office is located in the Student Success Center, Room 1203. You can also reach the office by emailing us at myaccess@siue.edu or by calling 618-650-3726. If you feel you would need additional help in the event of an emergency situation, please notify your instructor to be shown the evacuation route and discuss specific needs for assistance.

The instructor reserves the right to amend this syllabus.