

CMAT 495 Internship – Syllabus Summer 2011

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Course Objectives

- Gain an increased understanding of work processes in a specific company.
- Gain an increased understanding of the connection between communication principles discussed in classes and workplace issues/experiences.
- Gain an increased understanding of professional communication behavior.
- Learn to work independently and manage professional relationships.

Course Expectations

Professionalism is the key word here. Not only does your internship provide you with an opportunity to develop a good resume entry, you are also representing Salisbury University and the CMAT department. As such, all work you do for the organization as well as for me will demonstrate a professional attitude and work ethic. Be sure that you conduct yourself per company expectations at all times. In addition, the work you submit to me should also be considered work product, not “just another college assignment.” I will be a picky evaluator about EVERYTHING that you submit to me, no matter how informal it might seem to you. Understand, then, that all written work you submit should be clear, coherent and professional in appearance. This is not only important for professional development in general, but is also consistent with SU’s Writing across the Curriculum philosophy. Lastly, it perhaps goes without saying that academic dishonesty is also an indicator of unprofessional, not to mention unethical, behavior. If I have any suspicion that your work is not your own, expect as severe a punishment as SU policy allows.

Attitude is a related key word. It is possible that as your internship progresses, you may discover that it is not what you expected. Be that as it may, you will be expected to maintain a good public face and professional attitude about it. An employer expects you to follow through on a commitment, even if your own expectations are not met. Keep a positive, professional attitude and do your best to get through it, especially when it gets challenging for you. Such an attitude is the hallmark of the consummate professional. **If, however, at any time you feel uncertain or uncomfortable about the activities you are expected to complete or about how you are being treated at the work site, please contact me immediately for coaching and advice.** Keep in mind that your internship is not a typical class that you can simply drop or withdraw from without discussion. If you have any questions or concerns, it is your obligation and responsibility to contact me immediately for assistance.

For many students, this is your first foray into the professional world. If you are unaware of your rights as an intern, especially concerning sexual harassment, I recommend that you take the online “Preventing Sexual Harassment” training offered by SU’s Human Resources office: <http://www.salisbury.edu/psh/>.

It is your **responsibility** to make progress on your academic projects associated with the internship and **to initiate contact with me when you need assistance.** This is largely an independent experience for which you have been given special permission to pursue. Thus, it is your responsibility to initiate contact with me should you require additional attention. Feel free to request a phone and/or Skype meeting or an office appointment to discuss your internship progress, to show me your work, to ask questions about the final paper/project, or anything at all. I will not read full drafts of the work you submit, especially as deadlines approach. However, I am certainly available to assist with idea generation, outlining, organizing, etc., especially for those students who plan ahead. As the Fall semester approaches, please do not expect my availability to suddenly expand – just the opposite will occur, so please plan in advance! I suggest that you carefully monitor your campus e-mail for updates and notifications throughout the semester. I will be out of town for some short trips during the course of the summer (June 4-7, June 9-12, August 5-14), but can otherwise make myself available to you should you need assistance.

Assignments/Grading: No extra-credit, No make-ups, No late work accepted, No exceptions.

A minimum of 45 contact hours per credit must be completed in order to pass the internship course. If this minimum is not met, you will fail the course, regardless of the quality of your work. No exceptions!

CMAT Internship “Webfolio”

By the end of the internship, you will have a professional portfolio (a “webfolio”) of your activities. Thus, you need to maintain this webfolio and **submit it to me within one week of the contracted end of your internship.**

THE WEBFOLIO WILL INCLUDE:

A. Work Logs: Logs are **accurate** descriptions of your activities **organized by week**. Indicate the month/dates/week, exactly what you did, the length of time it took (time spent in the internship for the week, NOT what time you did each activity – for example, no need to tell me that you worked from 9am-3pm, just tell me you worked for 6 hours that day) and a notation that a sample, or evidence, of what you did is included in the “Work Samples” section of your portfolio. Your writing style should reflect “insider knowledge” you’ve gained from this environment, but keep in mind that you have an external audience (your professor and perhaps a potential employer). This is your chance to write about all the interesting and valuable things you’ve been doing.

B. Work Samples: In this section, you will include samples of your internship activities. The samples are evidence of the activities you completed as well as the skills you’ve nurtured and/or obtained. Although you will not be able to provide a sample for everything you do, throughout your internship you will need to be mindful that you need to gather evidence that you can do what you say you did! This could include writing samples (press releases, public service announcements, feature/news stories, memos, newsletters, etc.) from rough drafts through final versions, web pages you create, photos of special events you organize and/or participate in, links to audio/digital clips, web screen captures, a slide show or data file, etc. Clearly indicate what the item is (i.e., “Work Sample #1, *Daily Times* Feature Story”), which aspect you worked on, and when you worked on it. Overall, if you say that you did it in your logs, I’m expecting to see a sample of it here. If you cannot provide a sample, give a more detailed description of the activity in the log. Back reference the sample so I know in which/day or week to find the description (in other words, connect “Sample 1” to “Log 2” on the sample itself). There is no excuse for not having samples to include in your webfolio – think of how to demonstrate the many things you’ve been doing – you need to provide evidence.

C. Final Paper: “Communication Contexts”

This is an 8-10 page formal essay in which you identify and analyze what you learned about communication as a result of this internship and how your academic work supported these lessons. If you do not have at least 8 full pages (with a standard font and spacing, about 250 words per page), you need to review the assignment more carefully, reflect more fully and write with more detail about your insights and experiences.

First, you will need to detail 3-5 very specific things you learned about communication in this specific context. What you write about will uniquely represent your experience in your internship context. The 3-5 things cannot simply be repeated discussions of what you described in your work logs, rather, your specific insights about communication (not about individual activities – you already wrote about those in your logs) practices that you garnered as a result of completing this particular experience. You need to carefully identify and “name” each thing you learned about communication, describe it carefully and completely, and give examples from your internship experience (do not repeat what you already wrote in your logs!). You will then discuss how you imagine each of the 3-5 things you learned will (or won’t) be useful in your proposed career (job or grad school).

Second, for each of the 3-5 things you identify and analyze, you need to explain how your academic experience supported (or did not support) what you learned in the internship. For each, you need to reference specific communication lessons/scholarship/lectures/experiences from your academic work that relate (or don’t relate) to the 3-5 things you’ve identified. Give as specific evidence from your academics as possible, and make your connection to the internship context especially clear.

I am looking for your insights, specific to the context of your internship, rather than trite reminders of generic communication practices anyone could write about (i.e., “listening is important,” “think before you speak” “practice makes perfect”).

*Since you will likely reference academic materials, you will need to provide internal citations and a bibliography for the sources you use (textbook, article, class notes, etc). APA style is required. For example, *According to Morrison (2006), “effective listening requires one to” (24).* However, you might instead be referencing a course you took, i.e. *“In Dr. Cooper’s advertising class we learned to xyz, but at my company the supervisor wanted that even more....”*

Although it makes sense to write this paper towards the end of your experience, the most effective papers evidence student thought about contextual connections throughout the internship experience. Therefore, do take notes throughout the semester about what you’ve learned about communication and how your academic experiences relate (or do not).

Concerned About Your Written Communication Skills? SU’s Writing Center is Open!

If you are at all worried about your written communication competency – help is available! Don’t delay! At the University Writing Center at Herb’s Place (directly above the Fireside Lounge in the Guerrieri University Center), trained consultants are ready to help you at any stage of the writing process. It is often helpful for writers to share their work with an attentive reader, and consultations allow writers to test and refine their ideas before having to hand papers in. *All undergraduates are encouraged to make use of this important student service.* For more information about the writing center’s hours and policies, visit the writing center or its website at www.salisbury.edu/uwc.

D. Formal Resume: Along with your webfolio submission, you will also submit a 1-page professional resume. Using the highlighter function (or some other software function) highlight the elements of your Internship that are reflected in the resume. The items you highlight should specifically connect to skills you learned – I should be able to understand the items you select as a result of reading your logs for the summer. The resume you include in your webfolio should NOT be the exact same resume you submitted as part of your internship application materials!

To create your resume:

- 1) Look for samples on the Career Services webpage
- 2) Make appointments for resume reviews at Career Services (log appointment time in your webfolio!)
- 3) Make an appointment with your Internship Site Supervisor (s) to review your resume and get feedback. They will know how to best represent what you’ve accomplished (log this time in your webfolio!).

Internship Supervisor’s Evaluation: Your on-site supervisor (the same person who signed your internship application) needs to send **me** the final evaluation form. Make sure they mail it (or fax it) to me, not to you! This evaluation form is in the internship packet (and on-line, linked to the CMAT home page), but you can also have your supervisor add information in letter form. This evaluation will count for 35% of your final grade.

EVALUATION AND GRADING

Webfolio submission	
Logs and samples	40 points
Paper	15 points
Resume	10 points
Supervisor Evaluation	35 points
TOTAL	100 points

Grading Scale: 90-100 = A 80-89 = B 70-79 = C 60-69 = D 0-59 = F

Minimum Expectations for the Organization of the Webfolio: overall, extremely well-organized and professional!

- Home-page minimally indicates name, some professional info about you, a professional photo and links to the Internship, Resume (and anything else you’d like to include, like your Practicum, Community Service Positions, List of References, etc.)
- On the Internship page – Minimally include the year/semester in which you completed the Internship,

- Name/location of Internship site, your title, company and/or department logo, Links to Logs, Samples & Essay
- Include photos of you “on the job” as well as an image of you and your internship supervisor (with captions)
- Make sure all samples are explained. It often works best to link to them from your logs. However, if you have a separate samples section, make sure you describe (or reference a log description) what the sample represents (*what’s it a sample of?*).
- Effective use of color, design, space, font type & size – appropriate to your experience and your professional best. Needs to at least look as good as a typical PowerPoint slide!

Expectations for your Written Communication: Your writing needs to reflect your **best** effort – do not submit shoddy work thrown together at the last minute. I will return all substandard efforts with a “0.” Use appropriate grammar, spelling, word choice, organization and style. You do not need to include your name on any page but the cover sheet. If citing from any source material, you must use the APA citation system (within text references & endnotes). **It is your responsibility to fashion a logical essay that highlights your insights. The following is a suggested organizational strategy for your paper.**

I. Introduction – 1st paragraph

- A. Attention getter – draw reader into your essay
- B. Introduce general topic
- C. Connect the topic to communication
- D. Connect topic to the nature of your internship
- E. Thesis (what is your goal for writing this essay?)
- F. Preview the main points you will address (in the order in which you will address them)

II. Body of Essay (should be the biggest part!)

- A. Main Point 1
 - Topic Sentence
 - Discuss
 - Example
 - Cite sources
 - Transition to next main point
- B. Main Point 2

Same as above...

III. Conclusion – 1 paragraph

- A. Summarize your main points
- B. Refer back to your thesis
- C. End with something insightful

COURSE POLICIES

Policy on Academic Misconduct: Cheating, plagiarism, illicit collaboration (working with someone else when you are supposed to work alone) and all other forms of academic misconduct are dealt with in accordance with University regulations. Please consult the Student Policy on Academic Integrity in your SU student handbook for more information (www.salisbury.edu/Students/handbook/welcome.html). The CMAT department expects that all students have read and understand the University’s policy and thereby agree to honor these standards. The CMAT department considers academic dishonesty as a serious offense and ALL incidences are subject to disciplinary action including, but not limited to, separation from the university.

In this course, academic misconduct will result in an "F" for the entire course and university action will be taken. It is considered academic misconduct to misrepresent absences/tardiness/early departures from class or your Internship site, as well as misrepresenting days/hours worked, activities completed, and samples as your own. It is also your responsibility to differentiate your own unique ideas from the ideas of others in your writing assignments. In writing your logs and final essay, it is preferred that you use "your own words." However, you may choose to quote and/or paraphrase from texts or other materials that are relevant to your Internship site. Thus, you must give credit to ideas that are not your own. Using the APA referencing system will help you create appropriate citations. Remember- copying or paraphrasing sentences, paragraphs, pages and/or ideas (even from a website or pamphlet) without attributing the source is plagiarism. Plagiarism

also includes using items other students use (or have used – yes, I keep track). Almost all written work in this course is individual work, and you cannot collaborate with someone else and claim the work as your own. Ignorance is not an acceptable excuse for stealing someone else’s original ideas. If you need assistance understanding academic integrity, including plagiarism and/or citation style, it is your responsibility to request help before you risk making serious errors with serious consequences.

Policy on Religious Holidays: Students will have the opportunity, when feasible, to make up assignments missed due to participation in religious observances. Arrangements must be made in advance and with the approval of your Internship Site Supervisor.

Policy on Inclement Weather: Should inclement weather result in classes being canceled information will be given to all local radio and television stations. Students can receive information concerning cancellations by listening to local stations or by calling the Gull Line at 546-6426. The institutional policy with regard to closing is that unless there are the most dire circumstances the institution, which includes your Internship site, will remain open for business. Students must exercise their best judgment about whether they attend class or report to Internship. Different conditions prevail for each individual under inclement weather situations so the decision should be essentially an independent one. Bear in mind, however, that individual decisions will be evaluated against the stated course policy (****see course policy in bold below***). If SU is open, the Internship Director and/or Internship Supervisor retain the right to enforce that policy if he/she deems it appropriate. If you are at all concerned, contact your Internship site Supervisor directly.

****In the case of an emergency that results in the cancellation of SU classes (like a hurricane, snow storm, or flu pandemic), please track your campus e-mail more carefully and regularly for updates. Be in close contact with your Internship Supervisor via telephone as well as e-mail.***

Webfolio Guidelines

You have the option of creating a website using your campus “P” drive or any number of “free” web or blog programs of your choice.

a) The campus directions are attached to this syllabus. Although you can work on the components of the website anywhere (you just need the software), you need to be on campus in order to launch the “live” web site. If you have challenges following the directions, take the directions with you to the campus Help Desk and ask for assistance.

b) Students have used the following web/blog sites, although you may find a better one.

Weebly .com Wix.com Blogspot.com Webs.com