

CMAT 495 Internship – Syllabus Fall 2009

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Voice Mail and Email Review/Return Hours: M-F 8:30am-4:30pm

Office Hours: Wednesdays 3-5, Fridays 12-1 & 3-5. *Circumstances may at times render me unavailable during posted office hours. Students may schedule appointments, even during office hours.*

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.

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 company 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 how you are being treated at the work site, please contact me immediately.

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 Portfolio

By the end of the internship, you will have a professional portfolio of your activities (see below: it can be a paper-bound OR virtual portfolio). Thus, you need to maintain this portfolio and submit it to the professor on 2 occasions during the semester. **Before or on** the first submission date, you will also meet with the professor face-to-face (although I encourage you to contact me more often if you have questions/concerns or adventures to share!). I will have an appointment sign-up sheet on my office door starting October 14th – there will be appointment days/times available through the deadline. If you fail to sign-up or miss one of the dates, I’ll assume that you intend to withdraw from the course and no longer need the course credit.

Submission#1 & Meeting deadline: Friday, October 30th by 5:00pm

Submission#2 deadline: Monday, December 14th by noon

In addition, your on-site supervisor (the same person who signed your internship application forms) needs to send **me** a final evaluation form at the end of your internship. 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.

If you would like to see former student portfolio samples, please come to my office hours well in advance of your deadline!

THE PORTFOLIO WILL INCLUDE: (35% overall for the logs & samples)

Work Logs: Logs are **accurate** descriptions of your activities organized by day(s) or 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.

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, dvd/cd’s of your work in an envelope sleeve (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).

Final Paper: “Communication Contexts” (30%)

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.

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).

In order for me to return your portfolio with a grade, I need to have received and reviewed the **final evaluation your on-site supervisor has completed and sent directly to me**. Don't forget to give the blank form to your on-site supervisor and give them enough time to complete it and send it to me!

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.” All written work must be typed on white paper, double-spaced, Times New Roman, 12 pt. font, 1 inch margins all around (1 ½ for left margin hole-punches), appropriate grammar, spelling, word choice, organization and style. Include a title relevant to the Final Paper topic. You do not need to include your name on any page but the cover sheet you create for the portfolio. 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 just 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

Minimum Expectations for the Organization of the Portfolio:

- 3-ring binder (and/or accordion binder if you have a lot of bulky items), however, if you wish to have all contents of the portfolio on a website or DVD instead, please negotiate with me in advance!
- External cover sheet indicating name, semester, internship institution, title of project
- Internal cover sheet
- Table of contents
- Tabbed & typed dividers for each required section
- Uniform hole-punches
- If you must include loose items, please mark them clearly
- Nothing should be hand-written!
- Overall, extremely well-organized and professional