# COM 3985 Internship Course Syllabus – Spring 2024

| | |
|---|---|
| **Instructor:** | Amber Moser \| Director of Internships, School of Communications |
| **E-mail + Phone:** | amoser2@elon.edu; 336.278.6336 |
| **Office:** | McEwen 101 D |
| **Office Hours:** | By appointment (Schedule via your EJN account) |
| **Materials:** | Access to the Moodle course |

## Course Description

All students must complete a professionally supervised internship in journalism, strategic communications, cinema and television arts, communication design or media analytics. Students secure an internship with the guidance and prior approval of the school's internship director. Prerequisite: COM 1000 and COM 2000 required; COM 2200 recommended.

## Course and Internship Requirements

A co-requisite for this course is an approved internship in a business setting within a communications discipline. You are **required** to work a minimum of 80 work hours (on-site, remotely, or in a hybrid format) over at least 4 weeks for 1 credit and a minimum of 160 work hours over at least 4 weeks for 2 credits, but more hours are encouraged. If you do not complete the minimum number of work hours, you will not pass COM 3985. Additionally, at the end of your internship, you will be required to submit a signed time verification form. If you do not submit the form, you will not pass this course.

Interns will:
1. meet at least **once per week** (in-person or remotely) with their internship supervisor.
2. demonstrate the highest level of **professionalism** by reporting to work on time, meeting deadlines, completing assigned tasks, dressing appropriately for business, and communicating professionally.
3. respect **company policies** regarding work schedules, confidential information, sexual harassment, discrimination, and health/safety.
4. **enhance** their understanding of the workplace environment, organization, and culture.
5. complete **professional projects** that are reflective of successful application of coursework.
6. assume **personal and professional responsibility** by adhering to Elon's Code of Conduct and Title IX policies.
7. **communicate regularly** with Amber Moser, Director of Internships, regarding any issues, concerns, or changes with the internship experience.

## Civility Pledge

I pledge to treat people whose opinions differ from mine with respect and to focus on ideas, policies, and values. I will encourage others to do the same. We are all in this together.

## Learning Outcomes

The internship and course should provide interns the opportunity to:

- produce media content in *written, aural, or visual form* consistent with professional requirements.
- *write clearly and accurately* using an appropriate style and format for specific audiences.
- *employ current tools of technologies* appropriate to a particular communications purpose.
- show an awareness of *diverse audiences* in the creation of media content.
- demonstrate *ethical behavior* that is appropriate for the professional workplace.
- *think critically and analytically* in a workplace setting.

## Grading

You will earn a letter grade for this course which will be factored into your GPA. The university defines grades as follows:

A indicates distinguished performance,
B indicates above-average performance,
C indicates an average performance in which a basic understanding of the subject has been demonstrated,
D indicates a passing performance despite some deficiencies, and
F indicates failure.

| | | | |
|---|---|---|---|
| 100 – 93 = A | 86 – 83 = B | 76 – 73 = C | 66 – 63 = D |
| 92 – 90 = A- | 82 – 80 = B- | 72 – 70 = C- | 62 – 60 = D- |
| 89 – 87 = B+ | 79 – 77 = C+ | 69 – 67 = D+ | 59 or less = F |

All course information and assignments are available on Moodle. When submitting assignments, Microsoft Word documents or PDFs are required. All assignments should be properly submitted on Moodle, be grammatically correct, and marked with your name, company name, assignment name, and date. You are **required** to submit all of your assignments through Moodle by **11:59 p.m. EST** on the due date. **No late assignments will be graded,** as professionals are expected to meet deadlines *unless an exception has been made prior to the deadline.*

## Course Assignments

| Assignment | Due Date | Points |
|---|---|---|
| Internship Information Session Quiz (QR Code) | Completed during course registration | 2 points |
| Video Introduction | February 18, 2024 | 3 points |
| SMART Goals | February 18, 2024 | 5 points |
| Case Study | March 10, 2024 | 15 points |
| Internship Photo | March 10, 2024 | REQUIRED |
| Midterm Call | March 18-22, 2024 | 3 points |
| Reflection | April 7, 2024 | 15 points |
| Resume | May 5, 2024 | 10 points |
| Intern Presentation | May 13, 2024 | 10 points |
| Student Internship Survey | May 13, 2024 | 2 points |
| Site Supervisor's Evaluation | To be completed by the supervisor | 35 points |
| Time Verification Form (w/ signatures) | May 13, 2024 | REQUIRED |
| Acknowledgment Form | May 13, 2024 | REQUIRED |

## Attendance Expectation

Students in the School of Communications are expected to attend class. Students are expected to be on time for class and prepared to work. Excessive absence from class shall be grounds for automatic failure of the course, subject to the instructor's discretion.

"Excessive absence" is defined as missing 20 percent or more of the scheduled classes in a term (e.g., nine absences or more for classes meeting three times a week). Generally, a student with excessive absences has missed too much content and participation to pass a course.

## Academic Honesty

The School of Communications takes plagiarism seriously, just as businesses and other media organizations and scholars do. All forms of dishonesty mentioned above may result in an F in a course and expulsion from the university. Although all of these are clear violations of the university Honor Code, plagiarism is a special concern for communications professionals and scholars.

What is plagiarism? It is using someone else's work such as passages, photographs, music, video, graphics, and other images, and claiming it as your own. It can be copying work that has appeared in a journal, a magazine, a newspaper or online – anywhere, really – and presenting it as your own. Cutting and pasting passages from the web into your work, for example, is plagiarism unless you credit the source of the material or images. Take this as your guiding principle: If you quote someone else's words or appropriate their image, attribute the source.

In brief, you may not adopt or reproduce the ideas, words, or statements of another person without acknowledgment or attribution. In many cases, such work is copyrighted. Acknowledgment is required when borrowing facts, statistics, images, or illustrative material, unless that information is common knowledge or in the public domain. (Example: China is the most populous nation on Earth. Or: Jupiter is the largest planet in our solar system.)

If you quote someone else's words or use information or material acquired or created by someone else, then you must attribute the source. Content generated by an Artificial Intelligence third-party service or site without proper attribution or authorization is another form of plagiarism.

## Honor Code

Elon's honor pledge calls for a commitment to Elon's shared values of Honesty, Integrity, Respect and Responsibility. To be clear about what constitutes violations of these values; students should be familiar with code of conduct policies in the student handbook, including violations outlined at:

http://elon.smartcatalogiq.com/en/current/Student-Handbook

Students with questions about the specific interpretation of these values and violations as they relate to this course should contact this instructor immediately. Violations in academic-related areas will be documented in an incident report which will be maintained in the Office of Student Conduct, and may result in a lowering of the course grade and/or failure of the course with an Honor Code F.

Violations specifically covered by academic honor code policies include plagiarism, cheating, lying, stealing, and the facilitation of another's dishonesty. Multiple violations may result in a student's temporary suspension from the University.

## Artificial Intelligence (AI) Policy
All work submitted in this course must be your own. Contributions from anyone or anything else, including artificial intelligence (AI) sources, must be properly quoted and cited every time they are used. Essentially, you can think of these tools as ways to help you learn but not to entirely create work for assignments such as, essays, presentation slides, and so on. You are accountable for any mistakes or errors made by the AI tool. Failure to act ethically and responsibly will result in an academic integrity violation.

## Elon Disabilities Resources
If you are a student with a documented disability who will require accommodations in this course, please register with Disabilities Resources in the Koenigsberger Learning Center located on the 2nd floor of Belk Library (336.278.6568) for assistance in developing a plan to address your academic needs. For more information about Disabilities Resources, please visit the website: https://www.elon.edu/u/academics/koenigsberger-learning-center/disabilities-resources

## Writing Center
Elon's Writing Center in the Center for Writing Excellence is staffed by well-trained peer consultants who can help you with all of your writing projects (for any class or major and for any extracurricular, personal, or professional purpose), so take advantage of this excellent academic resource and include a visit to our Writing Center as part of your writing process. The Writing Center is a welcoming place for all writers, regardless of experience or expertise. Please consult the Writing Center website for hours of operations and location.

## Religious Holidays Policies
Elon has a policy for students who wish to observe religious holidays that conflict with the academic calendar, allowing students an excused absence. Students who wish to observe a holiday during the semester must complete the online Religious Observance Notification Form by Wednesday, February 21, 2024. Students are required to make prior arrangements with the instructor for completion of any work missed during the absence. Once the completed RONF is received, the Truitt Center will send an e-mail to the instructor and the student that a RONF has been submitted. Students may contact the Truitt Center with questions (336-278-7729).

https://www.elon.edu/u/truitt-center/multifaith-religious-holidays/holiday-observance-policy/

## Student Options for Enrollment
Students should confirm their enrollment in this course through OnTrack. Students who do not see the correct course/section listed should consult with their instructor immediately.

### Policies on Dropping or Withdrawing
Students may drop a course during the designated drop/add period through OnTrack. A course that is dropped during the designated drop/add period will not appear on the student's transcript or grade report.

After the designated drop/add period, students may withdraw from a course without penalty before the course withdrawal deadline published in the academic calendar. Withdrawing from a course during this period will result in a mark of "W" that will appear on the student's academic transcript. Students may withdraw online via OnTrack. Students may not withdraw from a course after the published withdrawal deadline. Any exception to this policy is the responsibility of the appropriate academic dean's office. When granted, withdrawal from a course after this time will result in a grade of "W" or "F" depending on the student's grade at the time of withdrawal.