Digital Communication
Internship

REQUIREMENTS
You must be a Corporate Communication or Digital Communication major to do an Internship. You must have completed 90-total college credits and hold senior status to qualify for the capstone internship experience.

In order to get credit for your internship, you must register and pay for it. It is a regular 3-credit course. You will be cleared to sign up once your signed contract has been returned.

Internships are not graded; rather, they are “pass/fail”. If you fulfill all of the requirements, you pass; if you don’t, you fail.

Internships are limited to Corporate Communication majors.

The internship must relate in some significant way to the field of communication.
   1. This would include areas such as writing, graphic design, audio, or video production, web design, event planning, general PR, marketing, etc.
   2. Telemarketing, sales, “would you like fries with that?” and other “but, I’m communicating!” jobs don’t count.
   3. You cannot use your current job as your internship, nor can you do an internship in another department within your organization.

APPROVAL PROCESS
1. Contact Julie Simon, jsimon@ubalt.edu or 410-837-6061, and let her know you want to do an internship. You should allow about 3-4 months lead-time as the process takes awhile.

2. Produce a resume that best “sells” you to the kind of organization where you’d like to intern. For example, if you’re interested in design, rather than writing your resume on an 8.5”x11” inch piece of white printer paper, design a piece that includes the pertinent information but also showcases your ability as a designer. That way they see you can design, not just read about how you say you can design. Prof. Simon or any SCD faculty member can help you with this aspect of the process.

3. How to find an internship:
   a. Register with UB’s Career Center. They have a database of employers who are looking for interns (and full/part-time employees). By registering with UBWorks, emails will be sent to you with leads that meet your internship/job hunting criteria. http://www.ubalt.edu/template.cfm?page=3
   b. Search the SCD Database. It’s located on the computer in the Carol Peirce Resource Room (LAP 303). That database includes places where UB students have done internships in the past. If the room is locked, ask the Academic Program Specialist (outside LAP 318) to let you in and explain how it works.
   c. You can find an internship on your own by approaching the kind of company you’d like to work.

4. Contact the places and interview. Once you’ve been "hired", e-mail Prof. Simon with the following information: name, address, phone, email of your supervisor, and a job description. If you haven’t met all of the above criteria, the internship cannot be approved for credit.

5. From there, a contract will be drawn. When all parties sign it, and it’s returned, you’ll be cleared to register.
DURING YOUR INTERNSHIP
You must work at least 135 hours (the equivalent of one day a week for a 15-week semester.)

1. Your schedule – one day a week for a semester, two or three days a week, one-half day a week, etc. is between you and your internship site supervisor.

2. Although you must register for your internship during an official UB term – fall, spring, or summer – you may begin your internship before the semester begins, and you may continue it after the semester ends. If you will not complete your internship by the end of the semester for which you have registered, you must request an incomplete from your Digital Communication/Corporate Communication internship supervisor. When you complete your internship, your supervisor will submit a form to the Records Office changing your grade from an “incomplete” to “pass”.

3. You will receive a grade for the journals, meetings, paper, and final completion. You need an 80% to pass the course. All work must be posted to the Sakai site for the semester. If you continue your internship beyond one semester, you will be notified how to turn your work in for grading.

4. You should keep an up-to-date, ongoing (that means daily) journal that describes day-to-day tasks, your reactions to what you see and do, and any observations and insights you have about the job. (What things surprised you? Interested you? Frustrated you or bored you? etc.) Write one paragraph (4-5 sentences) per entry. Submit this journal to your Digital Communication/Corporate Communications internship supervisor on the last day of every month (1st and the 15th of the month during Summer session) by posting it to the appropriate folder in Sakai. This is your responsibility; your internship supervisor WILL NOT remind you. Failure to do so will impact on your ability to receive a passing grade.

5. About halfway through your internship (week 7 Fall/Spring and week 4 Summer) set up a meeting with your internship supervisor (can be done on the phone or by email as well as in person) and let him/her know how it’s going. If you feel, at any time, that the internship is not going well, contact your Digital Communication/Corporate Communication Internship supervisor immediately. There may be something we can do on this end to improve the situation. In rare cases, you might need to find another internship. Don’t wait until the end to say it wasn’t a useful experience. Bring all material you’ve worked on including material that is currently “in process”.

6. At the end of your internship, give your Digital Communication/Corporate Communication internship supervisor copies of representative work that you produce or have a significant role in producing (new releases, PSA’s scripts, tape, articles, design work, posters, etc.) If you submit work for which you had some but not total responsibility, please indicate your role (e.g., you wrote certain articles for the newsletter, or you designed the layout but not the logo for the newsletter and didn’t write any of the copy.)

7. At the conclusion of your internship, write a 3-to 4-page paper (typed, double-spaced) that analyzes the communication structures – formal and informal—within the organization. (If the head of the organization hired you as a communications consultant and told you to observe them for a couple of months, what advise – as well as praise – would you offer him/her?) Please post this paper to Sakai.

8. Remind your site supervisor to send a letter on company letterhead, or from a company email address, verifying your successful completion of the internship. That letter should at least say you completed the necessary hours and performed satisfactorily. Beyond that, the letter may go into as much detail as the supervisor feels is necessary.