



GEORGETOWN UNIVERSITY
School of Continuing Studies
Public Relations and Corporate Communications

MPPR-873-01: MPS PR/CC INTERNSHIP II

GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications

Mondays | Fall 2016

Instructor: Meg Cohen

COURSE OVERVIEW

This one-credit course is designed to offer students the opportunity work as interns with an organization that requires the student to receive academic credit for work performed during a given semester. The internships should be substantive and have the goal of providing relevant industry experience, portfolio items or other professional work for students to use when seeking future employment.

As an extension of MPPR 863: MPS PR/CC Internship I, this course is designed to help students solidify their career as a strategic communications professional. This course is also meant as a way to help support students during their internship experience. Students are expected to check in every week with the instructor about their experience so that the instructor can give guidance regarding the internship and working within a professional organization.

Students must ask for permission to take this course. The query email to the instructor should include the following:

- Name of organization and internship supervisor
- Contact information (email and phone number) for supervisor
- List of internship duties
- Hours expected to work each week
- Proposed start and end dates
- A completed [Internship Agreement form](#)

If needed, program administrators can generate a letter to send to the organization to confirm that the student is receiving credit.

COURSE OBJECTIVES

During this course, students should:

- Perform duties assigned to them by their internship supervisor
- Learn how their chosen organization operates, both on a day-to-day basis as well as how the organization situates itself in the market
- Acquire tactical skills to position themselves as communications professionals
- Develop a clear voice and persona in the digital space associated with their professional expertise

REQUIRED READING



There is no required reading. However, students are encouraged to regularly read industry publications such as [PRWeek](#), [PRDaily](#), [Mashable](#), [Cision blog](#), [Entrepreneur](#), [Advertising Age](#), and [Harvard Business Review](#).

ATTENDANCE

Students are expected to complete at least 150 hours of work for the internship employer organization over the course of the 15-week semester, which translates to an average of 10 hours per week. Students must plan their work schedule with the internship supervisor and notify them of any days/times the student will not be able to work due to class obligations. A portion of the internship supervisor evaluation will be based on student attendance and reliability.

ASSIGNMENTS

Beyond the work required by the internship supervisor, students will need to submit a LinkedIn update, curate a Tumblr page, and submit midpoint and final reflection essays. Students will also be expected to attend a mandatory mid-semester event (details TBA) during Week 6– 8 (late February/early March).

LinkedIn Update and Professional Biography

The internship with MPPR 863: MPS PR/CC Internship I provided students with a substantive view of the industry and insight on various niche areas of public relations. This experience also provided valuable, hand-on experience. As a professional communicator those experiences are only as good as a student's ability to articulate them in a compelling, comprehensive manner. Using MPS PR/CC program resources, Internship II students will update the responsibilities of their previous internship on their LinkedIn profile. Students will also develop their 100-word professional biography. The deadline for this assignment is **Tuesday, September 6 at 5:00 p.m.**

Weekly Content Curation

Focusing on the particular industry of the internship, students will create a Tumblr page for the course and curate relevant news articles, emerging trends/platforms/applications, and new technologies, etc. for the entirety of the semester, with a minimum of one post each week, **due at 5:00 p.m. on Mondays** (or Tuesday for Labor Day and Columbus Day). This assignment allows students to develop their brand on social media. In addition to sharing the content, students are asked to add their thoughts to these postings. Commentary should be 100 to 200 words in length. Late posts are deducted one point for same-day late submission and one point for each additional day the reflection is late. Reflections submitted after Thursday will receive no credit.

Mid Point Reflection

During week 7 students will submit a 500-word essay detailing their time at the internship. The essay should focus on:

- What student has learned so far,
- How it is related to PR/CC coursework, and
- Recount the high and low points of the internship.

A laundry list of tasks completed is not adequate. Students should also alert the instructor if they experience any problems or have any questions about working effectively with their supervisors or others within the organization. If students publish any content as a part of their internship, a link to the content should be submitted with the next weekly reflection. The deadline for this reflection is **Monday**,



February October 17, 2016 at 5:00 p.m. Late submission results in an automatic 10-point deduction and an additional 5 points for each additional day the assignment is late.

Internship Supervisor Evaluation: The instructor will send the blank form to internship supervisors and students no later than November 30 so that they have two weeks to complete the form. Students are expected to make sure that their supervisors turn in their internship evaluations to the instructor **no later than 5:00 p.m. on Monday, December 12**. Late submissions will result in an automatic 10-point deduction and an additional 20-point deduction for each day the evaluation is late.

Final Reflection Essay

At the end of the semester, students are required to write a final essay (1,000 words) that should focus on:

- What the student learned beyond their experience in the Internship I course,
- What it was like to intern at the organization (if continuing at the same organization since Internship I, what has changed since the previous semester),
- Whether the student is interested in working for the organization, whether there are any prospects to do so, (and, if applicable, what has changed about these thoughts since the previous semester)
- A SWOT table of the organization's strengths, weaknesses, opportunities, and threats from a communications perspective, and
- Whether the student would recommend the internship to another student.

The deadline for this essay is **5:00 p.m. on December 12, 2016**. Late submissions results in an automatic 10-point deduction, and an additional 10 points for each day the assignment is late.

GRADING

Graduate course grades include A, A-, B+, B, B-, C and F. **There are no grades of C+, C- or D.** Your papers will be graded on content and also the mechanics of writing. Your course grade will be based on the following:

LinkedIn Update and Professional Biography:	5 points
Weekly Content Creation Assignment (14 at 5 points each):	70 points
Mid-Point Reflection:	25 points
Final Reflection:	50 points
Evaluation by internship supervisor:	<u>150 points</u>
Total:	300 points

A	282-300	B-	240-248
A-	270-281	C	210-239
B+	261-269	F	0-209
B	249-260		

The instructor will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

UNIVERSITY RESOURCES



Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program
202-687-4246
<http://writingcenter.georgetown.edu/>
- Academic Resource Center
202-687-8354 | arc@georgetown.edu
<http://academicsupport.georgetown.edu>
- Counseling and Psychiatric Services
202-687-6985
<http://caps.georgetown.edu/>

STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; <http://academicsupport.georgetown.edu>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

GEORGETOWN HONOR SYSTEM

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

PLAGIARISM

Stealing someone else's work is a terminal offense, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the ideas or writings of another." More guidance is available through the Gervase Programs at <http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

SYLLABUS MODIFICATION



The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.

COURSE SCHEDULE

DATE/TOPIC	ASSIGNMENT DUE
WEEK 1 Aug. 31, 2016	Report to work at internship. LinkedIn Update and Professional Biography due Tuesday, September 5 at 5:00 p.m. <i>(Labor Day is Monday, September 5)</i>
WEEK 2 Sept. 5, 2016	Report to work at internship. Week #2 Content due Monday, September 12 at 5:00 p.m.
WEEK 3 Sept. 12, 2016	Report to work at internship. Week #3 Content due Monday, September 19 at 5:00 p.m.
WEEK 4 Sept. 19, 2016	Report to work at internship. Week #4 Content due Monday, September 26 at 5:00 p.m.
WEEK 5 Sept. 26, 2016	Report to work at internship. Week #5 Content due Tuesday, October 3 at 5:00 p.m.
WEEK 6 Oct. 3, 2016	Report to work at internship. Week #6 Content due Tuesday, October 11 at 5:00 p.m. <i>(Columbus Day is Monday, October 10)</i>
WEEK 7 Oct. 10, 2016	Report to work at internship. Week #7 Content due Monday, October 17 at 5:00 p.m. Mid-Point Reflection due Monday, October 17 at 5:00 p.m. *Mandatory Mid-Semester Event: TBA*
WEEK 8 Oct. 17, 2016	Report to work at internship. Week #8 Content due Monday, October 24 at 5:00 p.m.
WEEK 9 Oct. 24, 2016	Report to work at internship. Week #9 Content due Monday, October 31 at 5:00 p.m.
WEEK 10 Oct. 31, 2016	Report to work at internship. Week #10 Content due Tuesday, November 7 at 5:00 p.m.
WEEK 11 Nov. 7, 2016	Report to work at internship. Week #11 Content due Monday, November 14 at 5:00 p.m.
WEEK 12 November 14, 2016	Report to work at internship. Week #12 Content due Monday, November 21 at 5:00 p.m.



WEEK 13 November 21, 2016	Report to work at internship. Week #13 Content due Monday, November 28 at 5:00 p.m.
WEEK 14 November 28, 2016	Report to work at internship. Week #14 Content due Monday, November 28 at 5:00 p.m. Internship supervisors receive evaluation form.
WEEK 15 December 5, 2016	Report to work at internship. Week #15 Content due Monday, December 12 at 5:00 p.m. Final Reflection due Monday, December 12 at 5:00 p.m. Supervisor Evaluation Form due Monday, December 12 at 5:00 p.m.
EXAM PERIOD December 12-20, 2016	Internship concludes. Students may negotiate an earlier conclusion, but may not work beyond May 13 to receive academic credit.