



GEORGETOWN UNIVERSITY
School of Continuing Studies
Public Relations and Corporate Communications

MPPR-863-40: MPS PR/CC INTERNSHIP I

GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications

Mondays | Summer 2017

Instructor: John Whipple
Location: Georgetown Downtown campus
Office hours: By appointment

COURSE OVERVIEW

This one-credit course is designed to give credit for students engaged in an internship with an organization that requires them to receive academic credit. 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 looking for future full-time jobs.

This course is also meant to help support students who are engaged in internships. 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 how to effectively work 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 signed [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 positions itself in the market;
- Make career contacts both within their departments and outside of their departments; and
- Discern whether they would like to pursue a full-time opportunity with the organization.

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](#).

LIBRARY RESOURCES



<http://guides.library.georgetown.edu/researchguides>

<http://guides.library.georgetown.edu/prcc>

ATTENDANCE

Students are expected to complete at least 150 hours of work for the internship employer organization over the course of the 13-week semester, which translates to an average of 11 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 weekly reflections, a final reflection outline, and a final reflection to the instructor. All assignments will be submitted via [Canvas](#). Students will also be expected to attend a mandatory mid-semester panel with former internship participants (details TBA) during Weeks 6–8 (late February/early March).

Weekly reflections: As part of the internship class, students are required to email a weekly reflection essay (350 to 400 words in length) to the instructor by **5:00 p.m. Monday** each week of the semester. When there is a Monday holiday (Memorial Day), the reflection is due at 5:00 p.m. on Tuesday. As with all PR/CC courses, this deadline will be firmly enforced. Late reflections 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.

The essay should include:

- What the student learned that week,
- Any relevance to current events or industry articles the student has read that week,
- How the work is related to the student's PRCC coursework, and
- The high and low points from the week.

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 first weekly reflection essay is due by 5:00 p.m. on **Tuesday, May 30** (after the Memorial Day holiday). The final weekly reflection is due by 5:00 p.m. on **Monday, August 14, 2017**.

Final reflection outline: In preparation for the final reflection essay, students will complete a detailed outline. You will develop this outline based on your weekly reflections and overall experience at the internship. In this assignment, you will use bulleted lists to convey insights, themes throughout the experience and strategic thinking about your final reflection essay. The final reflection outline is due by **Monday, August 7 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.

Final reflection essay: At the end of the semester, students are required to write a final essay (1,000 words) about the entire time in the internship, and should cover



- What the student learned,
- What it was like to intern at the organization,
- Thoughts about whether the student is interested in working for the organization full time now that students know what it's like to be "inside" (and whether there are any prospects to do so),
- A clear assessment of how communications contributes to the organization's bottom line, and
- Whether the student would recommend the internship to another student.

The deadline for this essay is **5:00 p.m. on Monday August 14, 2017**. Late submissions results in an automatic 10-point deduction, and an additional 10 points for each day the assignment is late.

Mandatory Mid-Semester Event: Details will be provided by Week 3.

Internship Supervisor Evaluation: The instructor will send the blank form to internship supervisors and students no later than April 25 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, August 14**.

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:

| | |
|--|-------------------|
| Weekly Reflection (15 at 5 points each): | 75 points |
| Final Reflection Outline: | 25 points |
| Final Reflection: | 50 points |
| Internship Supervisor Evaluation: | <u>150 points</u> |
| Total: | 300 points |

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|-----------|----------------|-----------|----------------|
| A | 279-300 | B- | 240-248 |
| A- | 270-278 | 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
<https://writingcenter.georgetown.edu/>
- Academic Resource Center
202-687-8354 | arc@georgetown.edu



<https://academicsupport.georgetown.edu>

- Counseling and Psychiatric Services
202-687-6985
<http://caps.georgetown.edu/>
- Institutional Diversity, Equity & Affirmative Action (IDEAA)
(202) 687-4798
<https://ideaa.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 advanced notice as possible for any alterations.



COURSE SCHEDULE

| DATE/TOPIC | ASSIGNMENT DUE |
|--|--|
| WEEK 1 May 22, 2017 | Report to work at internship. Week #1 Reflection due Tuesday, May 30 at 5:00 p.m. (<i>Memorial Day is Monday, May 29, 2017</i>) |
| WEEK 2 May 29, 2017 | Report to work at internship. Week #2 Reflection due Monday, June 5 at 5:00 p.m. |
| WEEK 3 June 5, 2017 | Report to work at internship. Week #3 Reflection due Monday, June 12 at 5:00 p.m. Save the date for the Mandatory Mid-Semester Event |
| WEEK 4 June 12, 2017 | Report to work at internship. Week #4 Reflection due Monday, June 19 at 5:00 p.m. |
| WEEK 5 June 19, 2017 | Report to work at internship. Week #5 Reflection due Monday, June 26 at 5:00 p.m. |
| WEEK 6 June 26, 2017 | Report to work at internship. Week #6 Reflection due Monday, July 3 at 5:00 p.m. |
| WEEK 7 July 3, 2017 | Report to work at internship. Week #7 Reflection due Monday, July 10 at 5:00 p.m. *Mandatory Mid-Semester Event: TBA* |
| WEEK 8 July 10, 2017 | Report to work at internship. Week #8 Reflection due Monday, July 17 at 5:00 p.m. |
| WEEK 9 July 17, 2017 | Report to work at internship. Week #9 Reflection due Monday, July 24 at 5:00 p.m. |
| WEEK 10 July 24, 2017 | Report to work at internship. Week #10 Reflection due Monday, July 31 at 5:00 p.m. |
| WEEK 11 July 31, 2017 | Report to work at internship. Week #11 Reflection due Monday, August 7 at 5:00 p.m. Final Reflection Outline due Monday, August 7 at 5:00 p.m. Internship supervisors receive evaluation form. |
| WEEK 12 Aug. 7, 2017 | Report to work at internship. Week #12 Reflection due Monday, August 14 at 5:00 p.m. |
| WEEK 13 Aug. 14, 2017 | Final Reflection Essay due Monday, August 14 at 5:00 p.m. Supervisor Evaluation Form due Monday, August 14 at 5:00 p.m. |
| SEMESTER CONCLUDES Aug. 20, 2017 | Internship concludes. Students may negotiate an earlier conclusion, but may not work beyond August 19 to receive academic credit. |



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