MPPR-873-40: MPS PR/CC INTERNSHIP II
GEORGETOWN UNIVERSITY: MPS-Public Relations and Corporate Communications
Mondays | Spring 2015

Instructor: Tiara Bastfield
Downtown campus
• Office hours are by appointment.

COURSE OVERVIEW
This one-credit course is designed to give credit for students doing an internship with an organization that requires them to receive 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 jobs.

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 who are doing internships. Students are expected to check in every week with the instructor about their experience so that the instructor can give guidance for the internship and for 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

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 Mashable, Cision blog, Entrepreneur, Advertising Age, Fast Company, eMarketer, TechCrunch, and Harvard Business Review.

**ATTENDANCE**

You are expected to complete at least 150 hours of work for your organization over the course of the 15-week semester. That translates to an average of 10 hours per week. You must plan your work schedule with your internship supervisor and notify them of any days/times you will not be able to work because of class obligations. Part of the grade your internship supervisor gives you will be based on your attendance and reliability.

**ASSIGNMENTS**

Beyond the work required by your internship supervisor, you will need to submit weekly reflections and a final reflection at the end of the semester to your instructor.

**LinkedIn Update and Professional Biography**

Your internship during MPPR 863: MPS PR/CC Internship I provided you with a substantive view of the industry and insight on various niche areas of public relations. This experience also provided valuable, hands-on experience. As a professional communicator those experiences are only as good as your ability to articulate them in a compelling, comprehensive manner. Using MPS PR/CC program resources, students will update the responsibilities of their previous internship on their LinkedIn profile. Students will also develop their 100-word professional biography. This deadline for this assignment is **Tuesday, January 20 at 9 a.m.**

**Weekly Content Curation**

Focusing on the particular industry where you are interning, 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. 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. Please ensure your commentary is 100 - 200 words in length.

**Mid Point Reflection**

During week 6 students will submit a 500-word essay detailing their time at the internship. The essay should focus on what students have learned so far, how it is related to their coursework and recount the high points and low points of the internship. A laundry list of tasks completed is not what we're looking for. Additionally, students should alert the instructor if they experience any problems or have any questions about working with their supervisors or others within the organization. If students publish anything during this timeframe, they should send a link to their work with their reflection. The deadline for this reflection is **Tuesday, February 17, 2015.**

**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, which will take stock of the things they learned, what it was like to intern at that organization, their thoughts about whether they are interested in working there full time (including whether there are any prospects to do that), now that students know what it's like to be "inside" and a clear assessment of how communications contributes to the organization's bottom line.
One other thing we'd like to know - would you recommend this internship to another student? The deadline for this essay is **9 a.m. on May 4, 2015**. Again, this deadline will be strictly enforced.

**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: **10 points**
- Weekly Content Creation Assignment: **65 points**
- Mid Point Reflection: **90 points**
- Final Reflection: **200 points**
- Evaluation by internship supervisor: **300 points**
- **Total: 665 points**

Students are expected to make sure that their supervisors turn in their internship evaluations to the instructor on deadline – **no later than 9 a.m. on May 4**. Failure to do so can affect their grade in the course. The instructor will send the blank form to the supervisors and students no later than Nov. 22 so that they have two weeks to complete the form.

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>665-655</td>
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<tr>
<td>A-</td>
<td>654-644</td>
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<tr>
<td>B+</td>
<td>643-633</td>
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<tr>
<td>B</td>
<td>632-622</td>
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<tr>
<td>B-</td>
<td>621-611</td>
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<tr>
<td>C</td>
<td>610-600</td>
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<tr>
<td>F</td>
<td>599-0</td>
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The instructors 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/](http://writingcenter.georgetown.edu/)

- **Academic Resource Center**
  202-687-8354 | arc@georgetown.edu
  [http://ldss.georgetown.edu/](http://ldss.georgetown.edu/)

- **Counseling and Psychiatric Services**
  202-687-6985
  [http://caps.georgetown.edu/](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://ldss.georgetown.edu/index.cfm) 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.
<table>
<thead>
<tr>
<th>DATE/TOPIC</th>
<th>ASSIGNMENT DUE</th>
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<tbody>
<tr>
<td>WEEK 1 Jan., 7, 2015</td>
<td>Report to work at internship.</td>
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<tr>
<td>WEEK 2 Jan., 12, 2015</td>
<td>Report to work at internship. Week #1 Content Curation Assignment due by Tuesday, January 20 at 9 a.m. LinkedIn Update and Professional Biography due by Tuesday, January 20 at 9 a.m.</td>
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<tr>
<td>WEEK 3 Jan., 19, 2015</td>
<td>Report to work at internship. Week #2 Content Curation Assignment due by Monday, January 26 at 9 a.m.</td>
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<td>WEEK 4 Jan., 26, 2015</td>
<td>Report to work at internship. Week #3 Content Curation Assignment due by Monday, February 2 at 9 a.m.</td>
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<td>WEEK 5 Feb., 2, 2015</td>
<td>Report to work at internship. Week #4 Content Curation Assignment due by Monday, February 9 at 9 a.m.</td>
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<td>WEEK 6 Feb., 9, 2015</td>
<td>Report to work at internship. Week #5 Content Curation Assignment due by Tuesday, February 17 at 9 a.m. Mid-Point Reflection due by Tuesday, February 17 at 9 a.m.</td>
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<td>WEEK 7 Feb., 16, 2015</td>
<td>Report to work at internship. Week #6 Content Curation Assignment due by Monday, February 23 at 9 a.m.</td>
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<td>WEEK 8 Feb., 23, 2015</td>
<td>Report to work at internship. Week #7 Content Curation Assignment due by Monday, March 2 at 9 a.m.</td>
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<td>WEEK 9 Mar., 2, 2015</td>
<td>Report to work at internship. Week #8 Content Curation Assignment due by Monday, March 9 at 9 a.m.</td>
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<td>WEEK 10 Mar., 16, 2015</td>
<td>Report to work at internship. Week #9 Content Curation Assignment due by Monday, March 23 at 9 a.m.</td>
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<td>WEEK 11 Mar., 23, 2015</td>
<td>Report to work at internship. Week #10 Content Curation Assignment due by Monday, March 30 at 9 a.m.</td>
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<td>WEEK 12 Mar., 30, 2015</td>
<td>Report to work at internship. Week #11 Content Curation Assignment due by Tuesday, April 7 at 9 a.m.</td>
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<td>WEEK 13</td>
<td>Report to work at internship. Week #12 Content Curation Assignment due by Monday, April 13 at 9 a.m.</td>
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<td>Apr., 6, 2015</td>
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<td><strong>WEEK 14</strong> Apr., 13, 2015</td>
<td>Report to work at internship. Week #13 Content Curation Assignment due by Monday, April 20 at 9 a.m.</td>
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<td><strong>WEEK 15</strong> Apr., 27, 2015</td>
<td>Report to work at internship. The final reflection written by the student and the evaluation form from the supervisor are due by Monday, May 4 at 9 a.m.</td>
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