

## FMU Mass Communication Practicum and Internship Application Information

**PRACTICUM (MCOM 230) - one credit** - Provides students with practical experience in journalism and public relations at a supervised setting outside the classroom. On-site supervisors will direct students in assignments, provide hands-on assistance and forward assessments to a professor (the academic advisor) who will assign a grade. This course *may be repeated* for up to three (3) credits. Each one should develop a different skill set.

### PRE-REQUISITES:

- Completion of foundation courses (or permission of the department)
- Permission of the department and the approved participating organization (check with advisor for options)

### APPLICATION PROCEDURE:

- 1. Discuss your proposed practicum with your faculty adviser.
- 2. Contact the internship coordinator (at the agency, company or organization) and discuss their application procedures. Apply for a practicum there and meet their requirements.
- 3. Meet with your practicum supervisor to complete the application and a plan:
  - Summary of expectations for the practicum; include statement of the knowledge that will be demonstrated, applied, or result from the experience.
  - List goals, objectives, and anticipated activities to serve as a guideline.
  - Include real-world experiences and their benefit to the student.
- 4. Return the completed application to your faculty adviser (**no later than the beginning of the advising period during the semester prior to the semester in which you will take the internship**). Your application must be submitted for consideration and must be approved by the Mass Communication faculty.

### REQUIREMENTS:

- The practicum is a minimum of **50 hours** - keep a time log
- Two Student Intern Evaluations completed by the work-site supervisor (It is the student's **responsibility to remind** the supervisor to return the completed evaluation to the student near the due date.)
  - Submit the first evaluation before midterm
  - Submit the final evaluation at completion of the course
- Midterm Report (Due at least one week before midterm – include time log)
  - 2-3 pages (double-spaced)
  - List and explain duties assigned by the supervisor
  - Detailed explanation of the work completed
  - Discuss difficulties or problems faced/handled
  - List expectations for remainder of the practicum
- Final Report (Due at least one week before the end of the practicum – include time log)
  - 4-5 pages (double-spaced)
  - A summary of what you did during the practicum
  - An explanation of your professional advancements and accomplishments
  - An analysis comparing the practicum and classroom experiences
  - Several samples of your work during the practicum should be submitted with the report

**INTERNSHIP (MCOM 498) - three credits** - Provides advanced students with practical work experience in journalism and public relations at a supervised setting in their field. The faculty advisor will assess student work, provide feedback, and consider evaluations provided by the internship supervisor when assigning a grade.

**PRE-REQUISITES:**

- Permission of the department and the approved participating organization (check with advisor for options)
- Reached senior status
- Completed 24 semester hours in Mass Communication courses (at a minimum GPA of 3.0)
- Hold a GPA of at least 2.5 in all courses taken at FMU

**APPLICATION PROCEDURE:**

- 1. Discuss your proposed internship with your faculty adviser.
- 2. Contact the internship coordinator (at the agency, company or organization) and discuss their application procedures. Apply for an internship there and meet their requirements.
- 3. Meet with your internship supervisor to complete the application and a plan:
  - Summary of expectations for the internship; include statement of the knowledge that will be demonstrated, applied, or result from the experience.
  - List goals, objectives, and anticipated activities to serve as a guideline.
  - Include real-world experiences and their benefit to the student.
- 4. Return the completed application to your faculty adviser (**no later than the beginning of the advising period during the semester prior to the semester in which you will take the internship**). Your application must be submitted for consideration and must be approved by the Mass Communication faculty.

**REQUIREMENTS:**

- The internship is a minimum of 135 hours (normally no more than 225 hours) - keep a time log
- Two Student Intern Evaluations completed by the work-site supervisor (It is the student's **responsibility to remind** the supervisor to return the completed evaluation to the student near the due date.)
  - Submit the first evaluation before midterm
  - Submit the final evaluation at completion of the course
- Midterm Report (Due at least one week before midterm – include signed time log)
  - 3-4 pages (double-spaced)
  - List and explain duties assigned by the supervisor
  - Detailed explanation of the work completed
  - Discuss difficulties or problems faced/handled
  - List expectations for remainder of the internship
  - A project that demonstrates progress (details to be discussed with and approved by the advisor)
- Final Report (Due at least one week before the end of the internship – include signed time log)
  - 5-7 pages (double-spaced)
  - A summary of what you did during the internship
  - An explanation of your professional advancements and accomplishments
  - An analysis comparing the internship and classroom experiences
  - A project that demonstrates progress (details to be discussed with and approved by the advisor)

**APPLICATION FOR PRACTICUM OR INTERNSHIP**  
Fine Arts and Mass Communication Department  
Francis Marion University

Check one:     Practicum     Internship

Student's Name \_\_\_\_\_ Date \_\_\_\_\_

Student ID Number \_\_\_\_\_

Local address \_\_\_\_\_ Phone \_\_\_\_\_

Home address \_\_\_\_\_ Phone \_\_\_\_\_

Semester of Practicum/Internship \_\_\_\_\_

Period of Practicum/Internship (begins) \_\_\_\_\_ (ends) \_\_\_\_\_

Number of hours of Practicum/Internship per week \_\_\_\_\_

If applying for a **Practicum**, complete the following:

Previous Semester(s) taking Practicum \_\_\_\_\_

If applying for an **Internship**, complete the following:

GPA in Major \_\_\_\_\_     Overall GPA \_\_\_\_\_

Hours completed in major \_\_\_\_\_     Hours completed toward graduation \_\_\_\_\_

Host company, organization, agency

Title \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Phone \_\_\_\_\_

Field Supervisor (Name and Title) \_\_\_\_\_

Description of internship (job):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Related courses or field experiences completed:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Approved by:

Field Supervisor \_\_\_\_\_

Faculty Advisor \_\_\_\_\_

Department Chair \_\_\_\_\_

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# STUDENT EVALUATION

(To be filled out by Student's Supervisor)

STUDENT NAME \_\_\_\_\_ STUDENT ID NUMBER \_\_\_\_\_  
 EVALUATION PERIOD: FROM \_\_\_\_\_ To \_\_\_\_\_

Instructions: Place an "x" in one square for each category below the phrase which most nearly describes the person being rated. Carefully evaluate each of the qualities separately. In making choices compare the intern with other interns or those with comparable knowledge.

1. Quality of work:

Work is unsatisfactory	Work is often below average.	Work is above average	Work superior to that of others.	Work is of exceptional quality
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Quantity of work:

Production is unsatisfactory	Production is very low.	Production is average.	Production is high.	Production is exceptional.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Attitude toward criticism:

Negative reaction to criticism.	Takes some exception to criticism.	Accepts criticism.	Seeks criticism and instruction	Seeks criticism and immediately corrects weaknesses.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Cooperation with others:

Quarrelsome, surly, uncooperative.	Sometimes difficult to work with.	Exhibits an average level of Cooperation.	Always congenial and cooperative. and promote morale.	Works hard to be cooperative
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Dependability:

Works half-heartedly.	Sometimes acts indifferent to work.	Steady worker.	Hard worker.	Works exceptionally hard.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Attendance:

Often absent or late.	Sometime absent or late.	Usually present and on time.	Rarely late or absent.	Never absent or late without good reason.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. <b>Initiative:</b>					
Waits to be told what to do.	Often waits unnecessarily for directions.	Works without waiting for directions.	Looks for additional tasks to accomplish.	Highly self-reliant. Finds and completes extra tasks	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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8. <b>Appearance:</b>					
Untidy.. Poor taste in dress.	Somewhat careless about personal appearance.	Satisfactory personal appearance.	Better than average appearance.	Very neat. Excellent taste in dress.	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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9. <b>Progress made:</b>					
Able to do little more at end of this period than at beginning.	Exhibited a minimal gain of knowledge/skill.	Progressed in skill /knowledge at an average rate.	Gained skill/ knowledge at an above average rate.	Showed exceptional progress in skill/ knowledge.	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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10. <b>Overall assessment:</b>					
Unsatisfactory.	Below average.	Average.	Above average.	Exceptional.	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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Please discuss any other strengths or weaknesses exhibited by the intern below.

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Please sign form, discuss results with the intern, and obtain his/her signature.

\_\_\_\_\_  
Supervisor's Signature                      Date

\_\_\_\_\_  
Intern's Signature                                      Date

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(To be filled out by Student's Supervisor)

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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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Please sign form, discuss results with the intern, and obtain his/her signature.

\_\_\_\_\_  
Supervisor's Signature                      Date

\_\_\_\_\_  
Intern's Signature                                      Date





