### HOW TO:

**OBTAIN ACADEMIC CREDIT FOR COM INTERNSHIPS**

Congratulations on securing an internship! To ensure a smooth process for earning academic credit for your School of Communications (SOC) internship, please follow the steps below:

1. **Student should register and attend the SOC’s REQUIRED Internship Prep Seminars the semester PRIOR to their first academic internship.** This can be done from the Internship webpage/School of Communications-Academics. If you are **studying abroad** and plan an internship upon your return, please sign up for the seminars in **advance** of your trip abroad.

2. **Student should talk with their internship site supervisor to develop a list of duties. This will be needed for your registration form.** Often, supervisors also want to know how many hours are required. Please share with them – Minimum 1 credit = 80 work hours, 2 credits = 160 hours.

3. **Once you have obtained your internship, please sign up to ‘Register for the Internship Course’ with the Internship Director, Prof. Tonkins, from the SOC Internship webpage.** You will receive an **online registration link** one day **prior** to your appointment in the **reminder email.** Please complete the **online form in advance of your appointment.** Your registration form will be reviewed during the appointment. If a student is completing an internship **abroad,** the student **must** also visit the Isabella Cannon International Centre and complete the ‘**Independent Elon Program Abroad (IEPA) Student Information Form**’.

4. **Professor Tonkins will email your site supervisor to verify your academic credit, to obtain a digital approval of your learning goals and duties, and to provide school requirements.** **Internship approval is provided after your supervisor has signed off on your duties.** Please follow up with supervisor.

5. **Registration will be processed and you will be added to Moodle after completion of seminars.** Please review the syllabus and Moodle prior to your departure from school/internship start date.

6. **The Bursar’s office will bill you if this is a summer course, or you exceed the maximum credit hours during the regular term (18) or winter term (4).**

7. **Student has worked out a schedule (hours) for the full semester (summer is a minimum of 4 weeks) with the internship site supervisor.** Student has **reviewed the syllabus and Moodle,** and completed **all pre-internship assignments** prior to the departure from school.

8. **Please refer to Moodle and your syllabus for all Internship course assignments!** Report as indicated on the syllabus to Professor Tonkins about internship progress. **Please provide updated e-portfolio link** as indicated on syllabus. **Have a wonderful learning experience!**

9. **Student has completed intern presentation with Professor Tonkins, faculty and peers on the day before classes for the summer, or assigned time for term.**

10. Congratulations, you’re a success!

**02/10/15**

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**Internships**

**School of Communications**

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PRIOR TO DEPARTURE FROM SCHOOL

1. Complete internship prep seminars, if this is your first academic internship.
2. Talk with your supervisor about projects for e-portfolio and resume reel (broadcast, broadcast news, cinema students) during interview process. You will include a list of your duties/proposed projects and learning objectives on online registration form. The School of Communications provides internship approval when:
   a. Student has completed some COM core courses, including Creating Multimedia Content/Web & Mobile Comm. & Media Writing; and student is at least a sophomore.
   b. Intern’s list of duties demonstrates practical application of skills and education in discipline of study. For example, Strategic Communications students should have PR/advertising tasks.
   c. The student has a supervisor with an expertise in the student’s discipline at an established organization so that the internship is an academic learning experience.
   d. A professional environment is provided with the software/equipment to perform required tasks. On campus and virtual internships will not be approved. Approval will also not be provided for internships in a student’s family owned business with fewer than 200 employees, or in departments under the supervision of a student’s family members.
   e. The student is enrolled in the course at the same time she is completing the internship.

The School of Communications does not provide retroactive credit. Study Abroad interns must request internship credit approval PRIOR to their departure. You may complete a maximum of four (4) internship credits, domestic or abroad, within the minimum 132 required for graduation. All credits count for COM electives. The SOC requires one (1) internship credit prior to graduation; two credits are recommended. 1 credit=80 work hours; 2 credits=160 hours.

3. Complete and submit online internship registration form. Meet with Professor Tonkins for internship approval and course registration.
4. Present your existing e-portfolio and reel (broadcast, cinema) to internship director and /or designated technical person for review (OPTIONAL).

PRIOR TO INTERNSHIP START

1. Research and write a 2-page report on the organization. Include the history (i.e. MTV started in 1980 and was bought out by… or mPRm Public Relations is an independent mid-size public relations, marketing and promotions agency. PR professionals Rachel McCallister and Mark Pogachefsky founded the agency in 1998. Since then…). Which companies provide their biggest competition? What is your company’s motto/philosophy? What are the opportunities for advancement? Does your employer have a code of ethics or does it follow a professional/industry code of ethics? What informal ethical practices exist? Provide examples. Outline the organization’s current leadership. (Who is your supervisor? Who does your supervisor answer to? Who does your supervisor’s boss answer to? And so on up to the CEO and owner.) Add report to case study at the appropriate time.

Please add course assignments to Moodle (may be added first week of internship):

2. (First academic interns only) Provide weekly work schedule, including work weeks and any breaks or vacation during internship (spring or fall breaks, vacation). Provide total number of hours to ensure you meet required minimum hours for registered credits.
3. (First academic interns only) Provide a list of your professional goals. Submit a list of professional goals that include proposed projects for e-portfolio (including resume’ reel, if broadcast or cinema). These should be related to the duties you’ve been given at your internship site. For example: write 3 press releases, design and develop a brochure, or produce 3 news stories on multiple platforms.