

Elon University

School of Communications

499 Undergraduate Research
Internship Substitution Option

(Available to all rising juniors and seniors in Summer 2021)

An option for meeting the requirement for a Communications Internship, COM 381, is completing a course in 499 Undergraduate Research in JOU, STC, CTA, CDE or MEA. An undergraduate research course will be substituted for the internship requirement on a case-by-case basis. This substitution is only available during this COVID-19 Pandemic to assist students who may have difficulty finding a traditional on-site or virtual internship experience.

To enroll in undergraduate research, a student must meet the eligibility requirements and follow the guidelines of the Undergraduate Research Program. Guidelines are provided at:

<https://www.elon.edu/u/academics/undergraduate-research/research-for-credit-499/>

To be eligible for a course substitution, a student must also conform to these additional School of Communications requirements:

1. Enroll in the undergraduate research course for 2 credit hours. Depending on the nature of the research project, a student may enroll for up to 4 credit hours.
2. Identify a research mentor in the student's academic major in the School of Communications. The mentor must work with the student to complete and submit the required 499 Registration Form. The student must also receive approval from the student's mentor, academic advisor, and department chair or program director.
3. The research project must be conceived as an "applied" research project in the student's field of study. An applied research project is one that examines a real problem or seeks to answer a real question in the student's field of study or profession using an appropriate methodology. In that sense, the research project is experiential. Examples include audience analysis, message testing, social media listening, market analysis, feasibility study, and others.
4. The school will NOT accept a "basic" research project as a substitution for the internship requirement. A basic research project seeks to expand the existing knowledge base in a field of study but may not have any practical or experiential application. In addition, discussions and essays are not appropriate for this project.
5. Any research project involving human subjects must receive IRB (Institutional Review Board) approval, however, there are many options for conducting research that do not involve using human subjects.
6. Undergraduate research includes creative projects, however, these projects "should be guided by the need to describe the area being studied, the strategies employed in the investigation and the product or conclusions of the project."

Please discuss this option with the internship director before seeking a mentor and submitting an undergraduate research registration form.

Please find the 499 form here: <https://www.elon.edu/u/registrar/forms/499-form/>