



Department of Advertising & Public Relations

Grady College of Journalism
and Mass Communication

UNIVERSITY OF GEORGIA

ADVERTISING INTERNSHIP INFORMATION

If you successfully complete all of the requirements of an approved internship while concurrently enrolled in ADPR 5010 (Advertising Internship), you can earn up to three (3) college elective hours of credit.

WHO MAY TAKE AN INTERNSHIP FOR ACADEMIC CREDIT?

Students enrolled in the Grady College of Journalism and Mass Communication who have satisfactorily completed (grade C- or better) ADPR 3100, 3110 and 3120.

HOW AND WHERE DO I GET AN INTERNSHIP APPROVED?

Submit the request form, the internship offer letter, and signed Policy Memorandum to your department head prior to enrolling in ADPR 5010 and in advance of beginning work on the internship. The number of credits for the internship on your advisement form must agree with the number of hours you are requesting on your approval form. You must present your advisement form in order to obtain a POD for this course.

HOW MANY CREDITS CAN I EARN?

An internship may be taken for variable credit based on the number of hours that the student works during the semester. Students may earn between one and three hours of internship credit:

320 hours = 3 credits

214 hours = 2 credits

107 hours = 1 credit

Credits or hours given for internship may not be increased or decreased once the internship has started. ADPR 5010 is repeatable for up to a total of 3 credit hours.

HOW DO I GET THE CREDIT?

After approval by your department head, enroll in ADPR 5010 (Advertising Internship) for the semester you will be performing the internship. Before the internship begins, the department head must receive the letter from your employer offering you the internship. Your employer must complete an online survey as a report of your performance by the last day of class and you must submit your final report and evaluation before a grade can be given.

ARE THERE ANY OTHER REQUIREMENTS?

Compile a week-by-week report (in complete paragraph form) of your work during the internship. Submit the typed final report along with your evaluation of the internship to your department head on or before the last day of the semester. You can email this to Ms Donna Leblond at dleblond@uga.edu.

WHERE DOES ADPR 5010 FIT INTO OUR CURRICULUM?

It will be counted as 1 to 3 variable hours of the 30 hours of Grady coursework required for your Advertising degree. Specifically, it will be used towards your 6hrs of required Grady Electives. Grades will be recorded on your official transcript as satisfactory or unsatisfactory (S or U) and are not included in your grade point average. The most logical use of the internship is 3 hours because it satisfies a college elective requirement. However, if you initially take 1 or 2 hours of credit, it is repeatable for a sum total of 3 hours of credit. If you have completed your Grady electives, internship credit may count in your general electives or if you are within the 40-hour journalism and mass communication course rule.

MAY I RECEIVE DUAL CREDIT FOR ONE INTERNSHIP?

NO! A student will not be awarded credit for ADPR 5010 if credit is received from another department, school or college for the same internship.

HOW DO I FIND AN INTERNSHIP?

Through notices posted on Grady listservs, through your own efforts, by inclusion in the internship section of the Employment Prospectus and through the Career Consultant for Grady College in Career Services, Clark Howell Hall.



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ADVERTISING
INTERNSHIP INFORMATION
Request for Approval of Internship

Name: _____ Date: _____
Athens Address: _____ UGA Email address: _____
Phone Number: _____

I understand that in order to receive academic credit in the Grady College of Journalism and Mass Communication Internship for Credit Program, I must concurrently register for ADPR 5010, and I must meet the following requirements.

- I am enrolled in the Grady College of Journalism and Mass Communication in the Advertising Department.
I have successfully completed (grade C- or better) the following journalism courses: ADPR 3100, 3110 & 3120.
A letter verifying the offer of an internship from the employer (in which he/she agrees to complete the online evaluation) is to be submitted to the department head prior to the first day of the semester in which the internship is to be performed.
The University Policy Memorandum regarding non discrimination must be completed by the employer and submitted prior to the first day of the semester in which the internship is to be performed.
The internship is for 3 hours credit (320 hours) or 2 hours credit (214 hours) or 1 hour credit (107 hours)

Your advisement form must agree with the number of hours you are requesting on this form. You must present your advisement form in order to obtain a POD for this course.

I will submit a typed week-by-week final report (in complete paragraph form) of my internship activities. This report will be submitted with my evaluation of the internship to my department head by the last day of classes for the semester in which the internship is performed. It can be emailed to: dleblond@uga.edu

The employer's evaluation of my internship activities via online survey will be submitted to the department head by the last day of classes for the semester the internship is performed.

Name of your supervisor(s) & email address:

I will not receive credit from another department, school or college for the internship.

Name of your supervisor(s), company, address, and phone number:

Semester when internship and ADPR 5010 are desired: _____

I understand the responsibilities placed on me in order that I may receive credit for the requested internship. My failure to carry out these responsibilities outlined above by the dates indicated will result in my receiving an unsatisfactory grade in ADPR 5010 and loss of credit for the internship.

Signature: _____ Date: _____
(student's signature)

Submit this completed form for consideration by your department head, who will let you know whether credit for the internship has been approved or disapproved. This request must be submitted BEFORE the internship begins.



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A D V E R T I S I N G
I N T E R N S H I P I N F O R M A T I O N
S A M P L E L E T T E R

(AD Internship)

(Please use organization's letterhead)

Tom Reichert, Department Head
Department of Public Relations & Advertising
Grady College of Journalism and Mass Communication
The University of Georgia
Athens, GA 30602-3018

Dear Dr. Reichert:

I have offered a (summer, fall, spring [please designate the semester]) internship in my organization to

The period of employment exceeds or is a minimum of: **(CHOOSE ONE ONLY)**

107 hours for 1 hour credit, or

214 hours for 2 hour credits, or

320 hours for 3 hour credit.

Knowing the importance placed on internships by future employers and the academic community, I will make this a valuable learning experience.

I agree to complete an online survey as an evaluation of the student's performance of assigned duties no later than the last day of the semester the internship is performed. (This cut-off date is necessary to enable the intern to have his/her academic grade posted on the UGA transcript.)

(Please enter a very brief description of what the student will be doing.)

*Note to employer: The above items must be included in the letter offering an internship in order for the student to be eligible for academic credit. This letter and the online evaluation are your only responsibilities.



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POLICY MEMORANDUM

(A completed copy of this form should be returned to the address indicated in Section II.)

Section I

In compliance with University of Georgia policy, access to programs operated by this institution is available to all otherwise qualified persons. Therefore, there shall be no discrimination on the basis of race, national origin, religion, sex, age, disability, or veteran status, in either the selection of students for participation in programs, or as to any aspect of a program; provided, however, that with respect to disability, the disability must not be such as would, even with reasonable accommodation, in and of itself, preclude the student's effective participation in the program.

The form below should be maintained in the files of UGA academic units whose students participate in clinical training, internships, externships, practicums, and similar off-campus aspects of their degree programs which involve other agencies, organizations, or entities. This form is not required for programs which are covered by the Clinical Agreement between the Board of Regents and the Georgia Hospital Association.

Section II

To be completed by UGA unit in which student is enrolled
Department: Advertising & Advertising, Grady College of Journalism & Mass Communication
Address: The University of Georgia, Athens, GA 30602-3018
Contact Person: Dr. Tom Reichert, Department Head
Telephone number: 706-542-4791 Fax number: 706-542-2183

Section III

To be completed by representative of preceptor, organization, or entity providing clinical training, internship, externship, practicum, or other off-campus experience for University of Georgia students. Please return this entire form to the address in Section II above.

Name of preceptor organization/entity/facility: _____

Address: _____

As a condition of University of Georgia student participation in an off-campus experience with this organization, entity, or facility, I certify that I have read Section I above and will comply with its provisions.

Contact official: _____

Telephone number: _____

Email Address: _____



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A D V E R T I S I N G
I N T E R N S H I P I N F O R M A T I O N

**INTERNSHIP SYLLABUS
ADVERTISING (ADPR 5010)**

**Dr. Tom Reichert
Office Hours by Appointment**

**215 Journalism Bldg.
Phone: (706) 542-4791**

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This is a supervised internship; it is a course designed to move you out of the classroom and into on-the-job training. You will be working for a real employer, using the tools and insights you have acquired in your classroom work and, presumably, acquiring new tools and insights as a fledgling professional.

Obviously, there is no text, and you will not be expected to attend regular classes because your workplace is your classroom. You will be expected to meet certain requirements over and above satisfactory performance at work, however, in order to receive course credit:

1. Your internship must be APPROVED PRIOR to the beginning of the semester. NO internship can be approved for credit until you have completed and submitted the "REQUEST FOR APPROVAL" form and until your employer has submitted a letter to my office offering you the internship. Once approved, you will be given a POD for the internship course.
2. Enroll in ADPR 5010 for the number of approved hours. Remember that you are receiving course credit and will have to pay UGA tuition, etc.
3. Email to Ms Leblond, dleblond@uga.edu, by the last day of classes for the semester *a typed, week-by-week final report (in complete paragraph form) of your activities as an intern, including work samples if you are able.*
4. Email to Ms Leblond, dleblond@uga.edu, by the last day of classes for the semester *a typed self-evaluation of what you learned at your internship. This should be reflective and can be whatever format you are comfortable with.*
5. Your employer must submit via the evaluation link they are emailed, also no later than the last day of classes for the semester, *a complete evaluation of your performance.* Because I expect your employer to be completely candid about your performance, this online survey will be considered a confidential communication with the college.

Remember this date: **The last day of classes for the semester** is the deadline for submission of your report and evaluation and your employer's online evaluation

You will receive either a "Satisfactory" or an "Unsatisfactory" grade. There are no A, B, C, D, or F grades in this course. Incompletes are issued when all materials are not received by the last day of classes.

I may visit those of you who are located within reasonable traveling range and, in some cases, some of you who may be quite distant from us. Those whom I cannot visit personally may be contacted by telephone. In the meantime, however, do not hesitate to telephone or write if you have any questions or problems.

I hope this will be as pleasant and productive a learning experience for you as it has been for hundreds of your predecessors, and I trust that your work will reflect as favorably on the Grady College as has the work of those who preceded you.



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I N T E R N S H I P I N F O R M A T I O N

Internship Checklist for All Grady Majors

Be sure to complete the following steps in order to receive credit for your internship:

1. Complete all course prerequisites.
2. Read and complete the internship packet.

Your completed internship packet will contain 4 key items:

- Request for approval
- Employer letter
- Signed Policy memorandum
- A copy of your advisement form with the internship listed as recommended

3. Email these 4 items to Ms. Donna Leblond, dleblond@uga.edu, in Room 215 Journalism before the beginning of Drop/Add.
4. Follow-up with Ms. LeBlond to make sure your internship was approved and that you have a POD for the internship course.
5. REGISTER for the internship class for the specified number of credit hours.
6. By the last day of classes, be sure the following is submitted:
 - Week by Week report
 - Self Reflective Evaluation
 - Employer Evaluation

*Please contact the departmental secretary and copy your advisor if you have questions:
AD/PR --- Ms. Donna LeBlond (dleblond@uga.edu)*