



## Department of Advertising & Public Relations

Grady College of Journalism  
and Mass Communication

UNIVERSITY OF GEORGIA

# ADVERTISING INTERNSHIP INFORMATION

## **INFORMATION FOR PUBLIC RELATIONS STUDENTS – p. 1 – 6** **INFORMATION TO SEND TO SUPERVISOR – p. 7 – 8**

### **INFORMATION FOR STUDENTS:**

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) in ADPR 3100, 3110 and 3120.

#### **HOW AND WHERE DO I GET AN INTERNSHIP APPROVED?**

Submit the request form and the internship offer letter to your department head. Your internship supervisor must return the signed Memorandum of Understanding (MOU) in a timely manner. More information is on p. 8. This **all must be done** before you will be able to enroll 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 Mrs. Donna LeBlond at [dleblond@uga.edu](mailto: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 6 hours 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.



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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, including the Grady Job Leads listserv and weekly jobs and internships newsletter; UGA's Handshake job board; through your own networking efforts; and through the Career Consultant for Grady College in the Career Center, located in Clark Howell Hall.

Request for Approval of Internship

Name: \_\_\_\_\_

Date of Request: \_\_\_\_\_

Athens Address: \_\_\_\_\_

UGA Email address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Semester when internship and ADPR 5010 are requested: \_\_\_\_\_

Supervisor Name: \_\_\_\_\_

Supervisor Email: \_\_\_\_\_

Supervisor Phone Number: \_\_\_\_\_

Internship Organization Name: \_\_\_\_\_

Internship Address: \_\_\_\_\_

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 and Public Relations Department.

\_\_\_\_\_ I have **successfully completed** (grade C- or better) the following courses: ADPR 3100, 3110 and 3120.

\_\_\_\_\_ A **letter verifying** the offer of an internship from the employer (in which they agree 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 of Georgia Memorandum of Understanding (MOU) regarding logistical expectations for the experience and 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. This will be sent directly to your supervisor by Grady College's Director of Experiential Programs.



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The internship is for  **3 hours credit (320 hours)**

**2 hours credit (214 hours)**

**1 hour credit (107 hours)**

**Note: 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 should be emailed to Mrs. Donna LeBlond at [dleblond@uga.edu](mailto:dleblond@uga.edu).

I will remind my supervisor that their evaluation of my internship activities via online survey must be submitted to the department head **by the last day of classes for the semester** the internship is performed.

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

I allow the University of Georgia and my internship site to communicate with one another about my work performance. I **will submit** the Authorization for Release of Records and Information form on p. 4. I understand that I will **need someone to sign that document as a witness**.

*Please note:* The witness can be your roommate, a friend, etc. You can use the PDF form or print and scan into an email (e.g.: iPhone Notes has a built-in scanner).

**Complete this online form for Samantha Meyer, Grady’s Director of Experiential Programs:**

<https://bit.ly/GradyADForm>

I have completed the above online form for the Director of Experiential Programs

I have shared p. 7 – 8 of the internship packet with my supervisor

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: \_\_\_\_\_

Submit the completed internship packet 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. **The earlier you submit, the better.**



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**AUTHORIZATION FOR RELEASE OF RECORDS AND INFORMATION**

TO: The Board of Regents of the University System of Georgia or any of its member Institutions (hereinafter referred to as the “Institution”), and any Facility where I participate in or request to participate in an applied learning experience (hereinafter referred to as the “Facility”).

RE: \_\_\_\_\_ (Print Name of Student)

As a condition of my participation in an applied learning experience and with respect thereto, I grant my permission and authorize the Board of Regents of the University System of Georgia or any of its member institutions to release my educational records and information in its possession, as deemed appropriate and necessary by the Institution, including but not limited to academic record and health information to any Facility where I participate in or request to participate in an applied learning experience, including but not limited to the Facility (hereinafter referred to as the “Facility”). I further authorize the release of any information relative to my health to the Facility for the purposes of verifying the information provided by me and determining my ability to perform my assignments in the applied learning experience. I also grant my permission to and authorize the Facility to release the above information to the Institution. The purpose of this release and disclosure is to allow the Facility and the Institution to exchange information about my medical history and about my performance in an applied learning experience.

I further understand that I may revoke this authorization at any time by providing written notice to the above stated person(s)/entities, except to the extent of any action(s) that has already been taken in accordance with this “Authorization for Release of Confidential Records and Information.”

I further agree that this authorization will be valid throughout my participation in the applied learning experience. I further request that you do not disclose any information to any other person or entity without prior written authority from me to do so, unless disclosure is authorized or required by law. I understand that this authorization shall continue in force until revoked by me by providing written notice to the Institution and the Facility, except to the extent of any action(s) that has already been taken in accordance with the “Authorization for Release of Records and Information”.

In order to protect my privacy rights and interests, other than those specifically released above, I may elect to not have a witness to my signature below. However, if there is no witness to my signature below, I hereby waive and forfeit any right I might have to contest this release on the basis that there is no witness to my signature below. Further, a copy of facsimile of this “Authorization for Release of Records and Information” may be accepted in lieu of the original.

I have read, or have had read to me, the above statements, and understand them as they apply to me. I hereby certify that I am eighteen (18) years of age or older, or my parent or guardian has signed below; that I am legally competent to execute this “Authorization for Release of Records and Information”; and that I, or my parent and/or guardian, have read carefully and understand the above “Authorization for Release of Records and Information”; and that I have freely and voluntarily signed this “Authorization for Release of Records and Information”.

This the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_  
Participant Signature

\_\_\_\_\_  
Witness Signature

\_\_\_\_\_  
Participant Name (Please Print)

\_\_\_\_\_  
Witness Name (Please Print)

\_\_\_\_\_  
Parent / Guardian Signature (if applicable)

\_\_\_\_\_  
Witness Signature

\_\_\_\_\_  
Parent / Guardian Name (Print if applicable)

\_\_\_\_\_  
Witness Name (Please Print)



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INTERNSHIP SYLLABUS ADVERTISING (ADPR 5010)

Dr. Juan Meng Office Hours by Appointment

215 Journalism Bldg. Phone: (706) 542-3178

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 Mrs. 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 Mrs. 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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**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 **5** key items:

- Request for approval
  - This includes the Signed Authorization for Release of Records and Information form on **p. 4**, allowing the University of Georgia and your internship site to communicate with one another about your work performance
- A copy of your advisement form with the internship listed as recommended
- Employer offer letter – **must** be completed by your internship supervisor and addressed to Dr. Meng
- Completed internship form for Director of Experiential Program, submitted online

3. Email the first 3 items to Mrs. Donna Leblond, [dleblond@uga.edu](mailto:dleblond@uga.edu), in Room 215 Journalism **before the beginning of Drop/Add**. On the email, cc: Samantha Meyer, [sam610@uga.edu](mailto:sam610@uga.edu).

4. Ensure your supervisor has submitted the Memorandum of Understanding (MOU), emailed by Samantha Meyer

5. Follow up with Mrs. LeBlond to make sure your internship was approved and that you have a POD for the internship course.

6. REGISTER for the internship class for the specified number of credit hours.

7. By the last day of classes, be sure the following is submitted:

- Week by Week report
- Self Reflective Evaluation
- Employer Evaluation – **must be completed by your supervisor; Mrs. LeBlond will email the link to your supervisor**

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



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**INFORMATION FOR SUPERVISORS:**

In order for your student intern to receive academic credit for their internship, you must:

- Submit an offer letter to Dr. Juan Meng, ADPR department head, containing the information listed below
- Complete a Memorandum of Understanding (MOU) before the intern can begin their work. More information on this is listed on p. 8
- Complete the online intern evaluation, evaluating the student’s work throughout the internship; this will be emailed to you by Mrs. Donna LeBlond in the ADPR department at the end of the semester

**SAMPLE OFFER LETTER – TO BE COMPLETED BY THE INTERNSHIP SUPERVISOR**

(Advertising Internship)  
(Please use organization's letterhead)

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

Dear Dr. Meng:

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 of credit, or
- 214 hours for 2 hours of credit, or
- 320 hours for 3 hours of 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:** 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, the signed MOU from the following page and the online evaluation at the end of the semester are your only responsibilities.





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**MEMORANDUM OF UNDERSTANDING (MOU)**

The University System of Georgia (USG) requires a standard MOU form be completed for students who engage in an internship through University of Georgia (UGA) programs. The form is meant to ensure that there is a common understanding about providing UGA students with a safe, harassment-free work environment that offers a meaningful educational/training experience.

After your student intern submits this internship approval packet, the MOU will be emailed to you by Samantha Meyer, Grady's Director of Experiential Program. This will be sent via DocuSign from the email address [gradyexperience@uga.edu](mailto:gradyexperience@uga.edu). You do not need that program in order to complete the form; you will be able to do so directly from the email. If you have any questions, concerns or issues signing the MOU, please email Samantha at [sam610@uga.edu](mailto:sam610@uga.edu).

Grady College MOUs remain active for three calendar years. If our records indicate that we already have an active MOU on file with your organization, Samantha will email you a copy rather than have you sign a new one.

**Note:** Your student intern will not be able to begin their internship until you return the MOU.

**Internship supervisors' primary contact for concerns directly related to the internship experience:**

Dr. Juan Meng, Department Head  
Department of Advertising and Public Relations, Grady College of Journalism & Mass Communication  
Telephone: 706-542-3178  
Fax: 706-542-3718  
Email: [jmeng@uga.edu](mailto:jmeng@uga.edu)