



Department of Advertising & Public Relations

*Grady College of Journalism
and Mass Communication*

UNIVERSITY OF GEORGIA

TALKING DOG AGENCY

INTERNSHIP INFORMATION

INFORMATION FOR STUDENTS:

If you successfully complete all of the requirements of an approved internship while concurrently enrolled in ADPR 5012 (Talking Dog Agency 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 5920 – Public Relations Communications for PR students), (ADPR 3110 – Brand Storytelling and ADPR 3120 – Media Strategy & Activation for Ad students), or other non-Grady College students with at least one year of Talking Dog Agency experience. Permission of department is also required.

HOW AND WHERE DO I GET AN INTERNSHIP APPROVED?

Submit the request form and the Talking Dog Agency offer letter to the Talking Dog Agency Professional Manager. This **must be done** before you will be able to enroll in ADPR 5012 **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 5012 is repeatable for up to a total of 3 credit hours.

HOW DO I GET THE CREDIT?

After approval by the Talking Dog Agency Professional Manager, enroll in ADPR 5012 (Talking Dog Agency Internship) for the semester you will be performing the internship. The Talking Dog Agency Professional Manager 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 the Talking Dog Agency Professional Manager on or before the last day of classes. You can email this to Ms. Mary Ellen Barto at Mary.Barto@uga.edu.

WHERE DOES ADPR 5012 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 or Public Relations degree. Specifically, it will be used towards your 6 to 9 hours of required Grady Electives, depending on your major. **For Non-Grady students**, this will be counted as 1-3 hours of general elective credit. 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 5012 if credit is received from another department, school or college for the same internship.

Request for Approval of Internship

Name: _____

Date of Request: _____

Athens Address: _____

UGA Email address: _____

Phone Number: _____

Semester when internship and ADPR 5012 are requested: _____

Talking Dog Agency Professional Manager Name: _____

Talking Dog Agency Professional Manager Email: _____

Talking Dog Agency Professional Manager Phone Number: _____

Client Organization Name: _____

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.

For Grady College Students Only

_____ 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 5012, 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.



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_____ I have **successfully completed** (grade C- or better) the following courses: (ADPR 5920 for PR majors) or (ADPR 3110/3110E and ADPR 3120 for Ad majors).

_____ A **letter verifying** the offer of a position within Talking Dog Agency from the Talking Dog Agency Professional Manager (in which they agree to complete the online evaluation) is to be submitted to the Talking Dog Professional Manager prior to the first day of the semester in which the internship is to be performed.

_____ *Talking Dog Professional Manager checks this box*

For Students Outside of Grady College Only

_____ I am enrolled in (identify college and major) _____
and have completed one year of service in the Talking Dog Agency.

_____ *Talking Dog Professional Manager checks this box*

_____ I understand that in order to receive academic credit for this course, I must **discuss this course with my academic advisor in my department** and ensure I have met all of my department's prerequisites, if applicable.

_____ I understand that a **letter verifying** the offer of a position within Talking Dog Agency from the Talking Dog Agency Professional Manager (in which they agree to complete the online evaluation) is to be submitted to the Talking Dog Professional Manager prior to the first day of the semester in which the internship is to be performed.

_____ *Talking Dog Professional Manager checks this box*

_____ 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 the Talking Dog Agency Professional Manager **by the last day of classes for the semester** in which the internship is performed. It should be emailed to Ms. Mary Ellen Barto at Mary.Barto@uga.edu.

_____ I will remind the Talking Dog Agency Professional Manager that their evaluation of my internship activities via online survey must be submitted to the Talking Dog Agency Professional Manager **by the last day of classes for the semester** the internship is performed.

_____ 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 5012 and loss of credit for the internship.

Signature: _____ Date: _____

Submit the completed internship packet for approval to the Talking Dog Agency Professional Manager, **BEFORE** the internship begins. **The earlier you submit, the better.**



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INTERNSHIP SYLLABUS
Talking Dog Agency (ADPR 5012)

Ms. Kristen Smith or Dr. Jennifer Griffith
Office Hours by Appointment

215 Journalism Bldg.

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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. You will be expected to attend regular agency, team, and client meetings 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 your Talking Dog Agency acceptance letter. Once approved, you will be given a POD for the internship course.
2. Enroll in ADPR 5012 for the number of approved hours. Remember that you are receiving course credit and will have to pay UGA tuition, etc.
3. Email to Mary Ellen Barto, Mary.Barto@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 Mary Ellen Barto, Mary.Barto@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.*

Please note: Ms. Kristen Smith or Dr. Jennifer Griffith will review and grade reports and evaluations. Mary Ellen Barto will collect and send to the faculty members for final review and grading.

5. The Talking Dog Agency Professional Manager 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 we expect them 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 the Agency Professional Manager'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.

We hope this will be as pleasant and productive a learning experience for you as it has been for hundreds of your predecessors, and we 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

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

1. Complete all course prerequisites (Grady College students) or Talking Dog Professional Manager has checked box on approval form verifying one year of prior Talking Dog experience (Non-Grady College students).
2. Read and complete the internship packet.

Your completed internship packet will contain **3** key items:

- Request for approval
- A copy of your advisement form with the internship listed as recommended
- Talking Dog Agency offer letter – **must** be completed by Talking Dog Agency Professional Manager

3. Email the first 3 items to Ms. Mary Ellen Barto, Mary.Barto@uga.edu, in Room 246 Journalism **before the end of Drop/Add.**

4. Follow up with Ms. Joy Ovington, joy.ovington@uga.edu, 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

7. Employer Evaluation – **must be completed by your Talking Dog Agency Professional Manager; Ms. Ovington will email the link to the Talking Dog Agency Professional Manager**

*Please contact the departmental Administrative Associate and copy your advisor if you have questions:
Joy Ovington, joy.ovington@uga.edu*