

COMM 489

Imagewest International Internship

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Course Description

COMM 489 – Imagewest International is a supervised internship in a professional position. The goal of this program is to provide professional development with an opportunity to explore career interests while applying knowledge and skills learned in the classroom in a work setting. You will work with a team to complete a campaign for a client in the tourism industry. The planned outcomes include, but are not limited to: booklet, rack card, social media kit (Video clips, photos, status content), press release, poster, long-format video.

This course also emphasizes how you can integrate your international internship experiences into a broader plan for short and long-term professional development, job placement, and career success.

Required Readings and Tutorials

RACE Planning: Your companion to creating or updating your online marketing strategy by Dr. Dave Chaffey

100 Things Every Designer [Advertiser] Needs to Know About People (Voices That Matter) by Susan Weinschenk

Choice of one:

Inbound Certification Comprehensive: fundamentals training covering the full inbound methodology.

Growth-Driven Design Certification: Agile web design and project management for marketers and web designers

Pre-Departure Assignments

- Pre-Departure assignments and tutorials will be made available on Basecamp. All pre-departure assignments and tutorials must be completed by arrival in London.

Learning Goals

The internship will provide students with the opportunity to:

- Gain practical experience within the business environment.
- Acquire knowledge of the advertising and PR industry in London.
- Apply knowledge and skills learned in the classroom in a work setting.
- Develop a greater understanding about career options while more clearly defining personal career goals.

- Develop and refine oral and written communication skills.
- Operate with a team and independently.

Assignment Requirements

- The graded components of this course will be completed in person, via email, or through submission in Basecamp. See each individual assignment on Basecamp for more information on how to turn it in. No assignment is considered complete without my approval.
- When submitting documents to Basecamp make sure that you include any additional detail necessary for final project production.
- Please see the due date for each assignment on Basecamp.

Assignments	Points	Due Via
Project work in London	40	Meeting
Daily Journal	10	Basecamp
Evaluation Form	5	Email
File Back-Ups	5	Server
Final Project Completion	20	Server
Final Paper	20	Basecamp
Total	100	

Project Work in London: 40 points

You will meet daily with the Imagewest team for project assignments and reviews.

Assigned daily tasks include:

- Conducting interview of local residents, industry professionals and other study abroad students.
- Photographing daily life and educational activity experiences.
- Creating and posting social media graphics on Facebook, Instagram and Snapchat for the client.

Daily projects will be graded on quality and quantity. They must be submitted on Basecamp unless file size (long video) prohibits the upload, in which case, they may be submitted via link from Google Drive.

Daily Journal: 10 points

Students are required to maintain a daily journal detailing their experiences, observations, and reflections during their internship. This journal should be in complete sentences, typed, and turned in daily on Basecamp. **You will be expected to reflect on your previous course work and how your previous work has influenced your daily projects.**

Evaluation: 5 points

Interns are required to fill out an evaluation with the me in order to complete the course requirements. This document is for internal purposes only and used to inform future internship students about potential internship placements. *Due the last day of the term.*

File Back-Ups: 5 points

As you complete your projects you must:

1. Name File Properly – Example: BusinessName_ProjectTitle
2. Ensure file is ready for production or distribution
3. Back-up files to server

Final Project: 20 points

The assignments and projects serve as a culmination of your internship. Your projects must work cohesively with the entirety of the company's brand and the look and feel for the campaign. The Project will ideally strengthen your capacities to be competent and competitive in the field in which you interned as you prepare to apply for jobs, graduate school, etc.

We will discuss your project at our planning meeting and on Basecamp.

Final Paper: 20 points

The final 4-5 page paper provides an opportunity for you to reflect on your previous class work and how it applies to your internship. You will assess the practical applications from your previous course work as it applies to the advertising, PR and design of the final.

Required Supplies

- Computer with Microsoft Office Suite. – Design, film and photography students will be require to have the adobe suite as well. (If you need a computer, arrangements can be made with advanced notice.)
- Smartphone or camera for recording simple footage or photos for your daily journal. (Using your data plan is not required.)
- Notebook and pencils.

Broad Itinerary - *This internship will consist of two locations.'*

Dec. 11 – Dec. 22 will be in Bowling Green, KY:

You will complete tutorials, meet with the client and develop the campaign strategy. 30 hours in office will be required.

Dec. 26- Jan. 8 will be in London England:

You will experience the interaction of culture and business through field trips to London's historical landmarks, established companies and new development in order to gain a well-rounded business perspective. You will be tasked with gathering the necessary collateral and footage to complete the required campaign.

Jan. 9 – Jan. 14 will be in office at Imagewest in Bowling Green, KY

You will work on-site at Imagewest to complete projects and assignments in the agency environment. Your office hours will be from 9am-5pm. 64 hours in office will be required.

Grading

For most of the assignments in this course you will be graded based upon your satisfactory completion of the tasks. This means that you must get your assignment in on time and have clearly taken the assignment seriously.

Unlike your other assignments, your project will be graded not only upon satisfactory completion but also ability to satisfy the client. Pay careful attention to client guidelines listed for each project, as these will be used to grade your final work. Grades for final projects will be earned as follows:

- **90-100 = A** level work far exceeds basic assignment requirements. The work is of excellent, outstanding quality.
- **80-89.9 = B** level work exceeds the basic requirements for an assignment; the work is good to very good.
- **70-79.9 = C** category work meets the basic requirements of an assignment. The work is satisfactory.
- **60-69.9 = D** work does not meet most of the basic requirements of the assignment; the work is poor.
- **< 59 = F** An **F** is usually given for work that is of extremely poor quality. The work typically fails to meet most of the requirements of an assignment or of the course.

Price

\$3,189 plus airfare and optional weekend excursion. Students should budget approximately \$100 for possible class-oriented expenditures not covered in the program price.

Physical Requirements

This is a winter program and will require a great deal of time walking in the outdoors. Elements to consider are weather, cold, rain, and other weather events. You will need adequate footwear, rain gear, coats, hats, scarves, etc.

Course Policies

Late assignments will lose 4 points for each day late.

The only exceptions to this policy will be assignments that are late because of a true emergency. Sickness does not constitute a true emergency unless you have a note from a doctor. Technological problems are not true emergencies. *If you are having trouble meeting a deadline for any reason please contact me well in advance so we can discuss potential solutions or extend deadlines if necessary.*

Formatting Requirements

All student work turned in should be composed in the appropriate program for the project. Example: press releases should be created in Word. Logos should be created in Illustrator. Booklets should be created in InDesign. Etc.

Expectation of Student Performance

You are students at one of the top colleges in Kentucky. A degree from the Western Kentucky University carries great social and economic capital, and it is expected that graduates from WKU are among the best, brightest, and most well-trained undergraduates in the region. With this in mind, I have very high expectations of my students' performance.

At the basic minimum, I expect a University level of reading comprehension. I expect every assignment to be turned in using college-level spelling, grammar and punctuation. I expect each student to be responsible for due dates, time management, and to self-monitor their own performance throughout the term, not only during the final weeks of the course. I also expect that students' projects are well researched, well argued, and show an active engagement with the subject matter in a way that evidences that the student has learned something that forwards their career ambitions between the time of our meeting and your final paper/project.

Title IX Misconduct/Assault Statement

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and Discrimination and Harassment Policy (#0.2040) at https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf. Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would

like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

ADA Accommodation Statement

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu . Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.