

Contact:

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Ofc Hours: 2:30-5 p.m.
(T-TH)

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PR 458 -- Public Relations Internship or Practicum

Public Relations majors may receive 3 hours of credit within their 120 hours for graduation by participating in an approved internship.

Prerequisites include 18 hours of credit within the major and permission of the internship coordinator as described below.

Students must also register for PR 458 to receive course credit.

Catalog Description: Professional-quality experience outside or inside the University for a fixed period of time and conforming to minimum standards established by the School. Follow-up will consist of student reports and employer evaluation.

Objectives of Public Relations Internships

Internships allow students to apply principles, skills, and theory taught in the classroom to real-life projects in a professional work setting, provide an opportunity for a professional evaluation of students' strengths and weaknesses in their chosen field and help students focus their career goals.

Internship Permission

To obtain approval to register for PR 458, the student must provide information to the internship coordinator or his/her advisor regarding the detailed responsibilities of the internship. The student should also complete the learning plan (see note below) with the internship employer before approval is provided. If the internship responsibilities are approved, then the student will be permitted to enroll for credit.

The student should make an appointment with The Center for Career and Professional Development, Downing Student Union, Room 2001 (745-3095). You will complete a Co-operative Education packet from Career and Professional Development. This packet includes a learning plan, address report, data sheet, final work report and employer evaluation form. **Please Note: The learning plan (job objectives) and data sheet will be due at the beginning of the internship. Both forms should be submitted to the internship coordinator, who approves the internship, as well as the Center for Career and Professional Development.**

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1. **Required learning plan contract.** The contact plan sets concrete objectives, responsibilities, and the number of work hours for the internship. It must be signed by the student and the employer and approved by the faculty internship coordinator before the internship or co-op begins.
2. **A total 240 work hours required for internships.** During the fall/spring semesters, this equates to approximately 15 hours weekly for 16 weeks. Summer internships are based on 12 weeks at 20 hours weekly, but other timeframes can be considered. Timeframes should be discussed with faculty.
3. **A biweekly online journal is required.** The journal should include a brief, but complete, description of daily activities on the job. (*What the student has observed/learned and work activities*). The journal should also document the number of hours worked. Interns will submit their journal entries every two weeks to the designated wiki site (Google Drive). At the end of the internship, all journal entries also should be submitted with the final report.
4. **A final written report.** At minimum, the report should convey how the internship related to professional goals, relationship of internship to academic studies, a general discussion of the work experience and observations, and your recommendations for future students in this internship. The report is also due at the conclusion of the internship (see bullet 6).
5. **Employer evaluation is required.** A standard evaluation will be given to the employer as well as an employer evaluation for the School of Journalism & Broadcasting. Both of these evaluation forms come from the Career and Professional Development office, but copies should be included in your notebook and given to your internship coordinator.
6. **A collection of work samples produced during the internship should be submitted to the internship coordinator along with required evaluations in a notebook at the end of the internship.** This may include articles, brochures, designs, campaigns, blog entries, social media examples, etc. The notebook also should include your journal entries, your final report, your learning plan contract, a copy of the data report (evaluation) completed by the student, and copies of the two employer evaluations.
7. **The internship coordinator will issue a letter grade.** The final grade will be based on paperwork meeting deadlines, quality of work submitted and the employer evaluation. "A" represents excellence, "B" represents above average, "C" represents average, "D" represents below average accomplishments and "F" means failure. The grading process also includes a meeting with the internship coordinator.
8. **University student policies will apply during the internship.** Students and employers are encouraged to report any actual or suspected harassment, misconduct or negligence to the appropriate WKU authorities for investigation.

Deadlines

Specific deadlines for these activities will be provided by the internship coordinator.

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LAST DAY TO DROP

The last day to drop a full semester course with a *W*, and the last day to change a full semester course from credit to audit is Tuesday, **July 28, 2015**. The academic calendar may be found on page 7 of the Summer 2015 Registration Guide at https://www.wku.edu/registrar/documents/regguide_summer2015.pdf.

SPECIAL ACCOMMODATIONS/STUDENT ACCESSIBILITY RESOURCE CENTER

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 in Downing Student Union (DSU) 1074. The phone number is (270) 745-5004.

Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Student Accessibility Resource Center.

ACEJMC PROFESSIONAL VALUES AND COMPETENCIES:

The Accrediting Council on Education in Journalism and Mass Communications requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

- Demonstrate an understanding of gender, race ethnicity, sexual orientation, and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.