



## DEPARTMENT OF COMMUNICATION

### **Contact:**

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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.*

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**Catalog Description:** Professional-quality experience outside or inside the University for a fixed period of time and conforming to minimum standards established by the Department. 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 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 visit The Center for Career and Professional Development, Downing Student Union, Room 2001 (745-3095) to pick up a Co-operative Education packet. This packet of information includes a learning plan, address report, data sheet, final work report and employer evaluation forms. **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.**

1. **Required learning plan contract.** The learning 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 begins.**
2. **A total 240 work hours required for internships.** During the fall/spring semesters, this equates to approximately 16 hours weekly for 15 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, as described in bullet 4.
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 as noted in bullet 6.
5. **Employer evaluation is required.** A standard evaluation will be given to the employer. The blank evaluation form comes in your Career Services packet and completed copies of evaluations should be included in your binder submitted to the internship coordinator.
6. A collection of **several public relations work samples produced during the internship** should be submitted to the faculty along with required evaluations in a three-ring binder at the end of the internship. These work samples may include, but are not limited to, brochures, designs, PR campaigns, blog entries, social media examples or screen shots, webpage content, newsletter content, etc. The binder also should include your journal entries and total work hours, your final report, your learning plan contract, a copy of the data report (student evaluation), and copies of the employer evaluation(s).
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 required 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\ LAST DAY TO DROP**

The last day to drop this June II summer course (5 weeks – July 9-August 9) with a *W*, and the last day to change a full semester course from credit to audit is **Tuesday, July 24, 2018**. The academic calendar may be found at the following link:

[https://www.wku.edu/registrar/academic\\_calendars/documents/summer\\_academic\\_calendar.pdf](https://www.wku.edu/registrar/academic_calendars/documents/summer_academic_calendar.pdf) or on page 7 of the Summer 2018 Registration Guide at

[https://www.wku.edu/registrar/documents/regguide\\_summer.pdf#page=7&zoom=auto,-14,1080](https://www.wku.edu/registrar/documents/regguide_summer.pdf#page=7&zoom=auto,-14,1080)

**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 located in Downing Student Union, 1074. The phone number is 270.745.5004 [270.745.3030 V/TTY] or email at [sarc@wku.edu](mailto:sarc@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.