

# AD489 Advertising Internship

FALL 2023-01

## COURSE BRIEF

### Course Description

The Advertising Program offers students the opportunity to earn college credit while gaining valuable work experience. The internship course AD 489 is a supervised internship in a professional position with a designated for-profit or nonprofit organization of the student's choice. The internship should provide students with responsibilities and experiences similar to those expected in a first job after college graduation.



### Learning Outcomes

*Experiential learning outside of the classroom provides numerous benefits, including the ability to:*

- Explore a particular career field,
- Gain experience in a professional organizational environment,
- Improve your communication skills and knowledge,
- Apply principles and theories to real-life work situations, and
- Meet and network with working professionals.

### **Professor**

Cliff Shaluta, Professor of Advertising, Department of Communication, WKU

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### **Office Hours Fall 2023**

Zoom Email/Text anytime · FAC #233: MW 8:00 - 9:00 am + 11:15 -12:00 pm ·

Zoom by Appointment.

### **Student Learning Outcomes**

*After completing an Advertising internship, you should be able to:*

- Apply Advertising theories to real-world problems.
- Propose theoretically grounded solutions for marketing problems.
- Articulate how to develop and maintain Advertising plans in today's digital world.
- Create strategic communication plans that are appropriate to the goals of the internship host.

### **Prerequisites**

*To be eligible for the Internship Program, students must have:*

- Attained Junior or Senior class standing;
- Declared a major in Advertising (#727);
- Completed 18-hours of Advertising courses; and
- Submitted internship details to AD Program Coordinator for approval.

### **Internship Standards**

*The AD Program defines an internship experience as one that meets the following criteria:*

- The student works a minimum of 200 hours during the summer;
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- The student assists in and/or performs the majority of work in a professional setting, preferably not remotely or in a home office setting – virtual positions will be evaluated and approved on a case-by-case basis;
- The main purpose of the work is both educational AND contributing to organizational goals, thus benefiting both the student AND the employer;
- The student engages in meaningful communication-related activities in which s/he contributes to organizational processes and outcomes;
- The student's position is a temporary placement or entails new responsibilities (i.e., it is not the student's regular job);
- The student reports to a site supervisor (may not report directly to a close relative, such as a mother/father, brother/sister, aunt/uncle, or grandparent);
- The student may or may not receive a salary or other compensation; and
- The student completes all AD 489 course requirements in a timely manner, including the submission of periodic reports in which s/he analyzes, reflects on, and makes sense of his/her work experiences.

### Employer Commitment

*To ensure a successful internship experience, the host organization and site supervisor should make the following commitments:*

- Offer a professional work environment in which the intern can participate and interact with other organizational members; if working virtually, the site supervisor must ensure the intern is integrated into working teams and is actively involved and supervised while participating in daily operations;
- Offer opportunities for the intern to engage in substantive work that contributes to organizational goals (i.e., not just clerical work);
- Provide the appropriate workspace, tools, and any other resources necessary for the intern to complete assigned tasks;
- Provide direct supervision and offer regular feedback to help the intern understand expectations and make improvements;

- Formally evaluate the intern's performance by completing the **Midterm and Final Online Evaluation** forms found at: <https://www.wku.edu/communication/stu-engagement.php>; and
- Carry business and liability insurance that covers student interns while working both on organizational premises and off-site on behalf of the host organization.

### Application Process

To apply for acceptance to the Communication Internship Program, the following materials must be submitted to the AD Program Coordinator:

- The online **Internship Application** (completed by the student) found at: <https://www.wku.edu/communication/stu-engagement.php>
- The online **Employer Learning Contract** (completed and submitted by the internship supervisor) found at: <https://www.wku.edu/communication/stu-engagement.php>

All internships are subject to approval by the AD Program Coordinator. Upon approval, you will be cleared to register for AD 489.

## COURSE REQUIREMENTS

### Weekly Time Log

25 pts

*Purpose: To document your weekly time schedule and total hours worked*

At the end of each week, you should complete a Weekly Time Report that records your work hours and the type of work completed. Weekly Time Reports are due midway through the course and again at the end of the course (see course schedule for specific deadlines). Target a minimum of 200 work hours which must be documented. *If you need additional time beyond the official end of the summer course to complete your hours, you will simply receive an Incomplete for the course until all work hours and assignments are finished.*

### Student's Midterm and Final Evaluations

50 pts

*Purpose: To allow you to provide confidential feedback about your experiences, roles, and expectations.*

Complete and submit the online midterm and final evaluation forms found at: <https://www.wku.edu/communication/stu-engagement.php>

**Supervisor's Midterm and Final Evaluations**

50 pts

*Purpose: To allow your supervisor to provide feedback about your performance and any areas of needed improvement.*

Your site supervisor should complete and submit the online midterm and final evaluations found at <https://www.wku.edu/communication/stu-engagement.php>

**Overall Quality of Work**

Students will receive a failing grade for the course if a supervisor reports significant failures to perform work at a satisfactory level.

**Reflection Paper**

75 pts

*Purpose: To reflect upon your work experiences and responsibilities within the context of your Advertising coursework.*

You will be asked to reflect on and make sense of your work experiences as outlined below.

**Point Distribution & Due Dates**

Assignments	Points Possible	Due Dates
Weekly Time Logs (due at MT and at the End)	25	Mid-Point of hours
Student's Midterm and Final Evaluations (25 ea)	50	Mid-Point & End
Supervisor's Midterm and Final Evaluations (25 ea)	50	Mid-Point & End
Reflection Paper (minimum 3 pages w/ cover pg.)	75	End
<b>Total</b>	<b>200</b>	

**Grade Scale:**

200/2.00 = Final Points. Note that an "incomplete" will be given if requirements are not met during the summer class.

91 - 100 = A

81 - 90 = B

71 - 80 = C

61 - 70 = D

**Reflection Paper Guidelines**

Your Reflection Paper should include the following headings: 1) *Your job title*, 2) *Your specific duties*, 3) *What you learned from your Internship*, 4) *How prepared were you based on the Advertising classes you have completed*, and 5) *What*

*improvements would you recommend in the Advertising curriculum and/or at the internship host to make this a better experience for future interns?*

Submit your paper in Blackboard using a standard Microsoft Word format including 12 point font, double spacing, and 1 inch margins. In the case of multiple pages, the paper must include a footer located in the bottom right corner with a page number and your name on every page. Written assignments must adhere to APA style guidelines. For help with APA style, see online sources such as <http://owl.english.purdue.edu>. Effective organization and correct citations of sources are also expected. Errors in APA, as well as spelling and grammar, will result in point deductions.

#### **University Plagiarism Policy**

To represent ideas or interpretations taken from another source as one's own is plagiarism. Plagiarism is a serious offense! The academic work of a student must be his or her own. Students must give the author(s) credit for any source material used. To lift content directly from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Students who commit any act of academic dishonesty may receive from the instructor a failing grade in that portion of the course work in which the act is detected or a failing grade in the course without possibility of withdrawal. The faculty member may also present the case to the University Disciplinary Committee through the Office of the Vice President for Student Affairs for disciplinary sanctions.

#### **From the Office of Student Disability Services**

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](mailto: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.

#### **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) and Discrimination and Harassment Policy (#0.2040).

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.

#### **COVID Health & Safety Update**

Masks are optional on WKU's campus. Members of the WKU Community are encouraged to continue to engage in safety measures they feel best protect themselves, including wearing masks if they so choose. If you have questions regarding COVID-19 please call the WKU COVID Assistance Line at 270-745-2019 or visit <https://www.wku.edu/healthyonthehill/>.

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