



ADVERTISING INTERNSHIP INFORMATION

If you successfully complete all of the requirements of an approved internship while concurrently enrolled in ADPR 5010, you can earn up to three (3) college elective hours of credit.

WHO MAY TAKE AN INTERNSHIP FOR ACADEMIC CREDIT?

Students enrolled in the College of Journalism and Mass Communication who have satisfactorily completed (grade C or better) ADPR 3100, 3110, and 3120.

HOW AND WHERE DO I GET AN INTERNSHIP APPROVED?

Submit the request form, the internship offer letter, and signed Policy Memorandum to your department head prior to enrolling in ADPR 5010 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 MUCH CREDIT GIVEN?

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 5010 is repeatable for up to a total of 3 credit hours.

HOW DO I GET THE CREDIT?

After approval by your department head, enroll in ADPR 5010 (Advertising Internship) for the semester you will be performing the internship. Before the internship begins, the department head must receive the letter from your employer offering you the internship. Your employer must submit a written report of your performance to the department head 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 your department head on or before the last day of the semester. (**No FAX or email attachments will be accepted.**)

WHERE DOES ADPR 5010 FIT INTO OUR CURRICULUM?

It will be counted as 1 to 3 variable hours of the 30 hours minimum/maximum course limit and will be used as a college elective. 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 or if you are within the 40-hour journalism and mass communication course rule.

MAY I RECEIVE DUAL CREDIT FOR ONE INTERNSHIP?

A student will not be awarded credit for ADPR 5010 if credit is received from another department, school or college for the same internship.

HOW DO I FIND AN INTERNSHIP?

Through your own interests and initiative. Research companies and organizations that interest you. Check their websites for information about internships. Be pro-active and assume there are opportunities. Get contact information and follow up. Also, utilize UGA's DawgTRAK listings and consult with your career consultants at Grady College (Room 211-C) and in Clark Howell Hall.

IF I'M CONFUSED, WHOM DO I SEE?

Department head, department internship coordinator (room 215), or placement coordinator (room 211-C).



ADVERTISING
Request for Approval of Internship

Name: _____ Date: _____

Athens Address: _____ UGA Email address: _____

_____ Phone Number: _____

I understand that in order to receive academic credit in the College of Journalism and Mass Communication Internship for Credit Program, I must concurrently register for ADPR 5010, and I must meet the following requirements.

_____ I am **enrolled** in the College of Journalism and Mass Communication in the Advertising Department.

_____ I have **successfully completed** (grade C or better) the following journalism courses: ADPR 3100, 3110, and 3120.

_____ A **letter verifying** the offer of an internship from the employer (in which he/she agrees to write a letter of evaluation) is to be submitted to the department head prior to the first day of the semester in which the internship is to be performed.

_____ The University **Policy Memorandum** regarding non discrimination must be completed by the employer and submitted prior to the first day of the semester in which the internship is to be performed.

_____ The internship is for **3 hours credit (320 hours) or**
2 hours credit (214 hours) or
1 hour credit (107 hours)

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.

_____ I will **submit a typed week-by-week final report (in complete paragraph form)** of my internship activities. This report (**No FAX or email attachments will be accepted**) will be submitted with my evaluation of the internship to my department head **by the last day of classes for the semester** in which the internship is performed.

_____ The employer's evaluation of my internship activities will be submitted to the department head **by the last day of classes for the semester** the internship is performed.

_____ I will **not receive credit** from another department, school or college for the internship.

Name of your supervisor(s), company, address, and phone number:

Semester when internship and ADPR 5010 are desired: _____

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 5010 and loss of credit for the internship.

Signature: _____ Date: _____
(student's signature)

Submit this completed form for consideration by your department head, who will let you know whether credit for the internship has been approved or disapproved. This request must be submitted **BEFORE** the internship begins.

SAMPLE LETTER

(Advertising Internship)

(Please use organization's letterhead)

Mr. Ron Lane, Interim Department Head
Department of Advertising & Public Relations
Grady College of Journalism and Mass Communication
The University of Georgia
Athens, GA 30602-3018

Dear Mr. Lane:

I have offered a (summer, fall, spring [please designate the semester]) internship in my organization to

_____.

The period of employment exceeds or is a minimum of: **(CHOOSE ONE ONLY)**

107 hours for 1 hour credit, or
214 hours for 2 hour credits, or
320 hours for 3 hour credit.

Knowing the importance placed on internships by future employers and the academic community, I will make this a valuable learning experience.

(Please enter a very brief description of what the student will be doing.)

I agree to submit a brief summary/evaluation of the student's performance of assigned duties no later than the last day of the semester the internship is performed. (This cut-off date is necessary to enable the intern to have his/her academic grade posted on the UGA transcript.)

*Note to employer: The above items must be included in the letter offering an internship in order for the student to be eligible for academic credit. This letter and the letter of evaluation are your only written requirements

POLICY MEMORANDUM

April 2000

(A completed copy of this form should be returned to the address indicated in Section II.)

Section I

In compliance with University of Georgia policy, access to programs operated by this institution is available to all otherwise qualified persons. Therefore, there shall be no discrimination on the basis of race, national origin, religion, sex, age, disability, or veteran status, in either the selection of students for participation in programs, or as to any aspect of a program; provided, however, that with respect to disability, the disability must not be such as would, even with reasonable accommodation, in and of itself, preclude the student's effective participation in the program.

The form below should be maintained in the files of UGA academic units whose students participate in clinical training, internships, externships, practicums, and similar off-campus aspects of their degree programs which involve other agencies, organizations, or entities. This form is not required for programs which are covered by the Clinical Agreement between the Board of Regents and the Georgia Hospital Association.

Section II

To be completed by UGA unit in which student is enrolled

Department: Advertising & Public Relations, Grady College of Journalism & Mass Communication

Address: The University of Georgia, Athens, GA 30602-3018

Contact Person: Mr. Ron Lane, Interim Department Head

Telephone number: 706-542-4791

Section III

To be completed by representative of preceptor, organization, or entity providing clinical training, internship, externship, practicum, or other off-campus experience for University of Georgia students. Please return this entire form to the address in Section II above.

Name of preceptor organization/entity/facility: _____

Address: _____

As a condition of University of Georgia student participation in an off-campus experience with this organization, entity, or facility, I certify that I have read Section I above and will comply with its provisions.

Contact official: _____

Telephone number: _____

