

# Welcome!

Experiential learning is available through our internship program as a way to enhance your learning experience while gaining valuable work experience and the opportunity to learn from the best communication professionals available. The internship can help you clarify your career goals and aspirations, while building your resume. It also gives you the chance to apply what you've learned in your course work.

Many of the skills you acquire in your college internship will help you on your job search after graduation. How you perform during the internship matters. You are developing performance skills and attitudes which will stay with you for a lifetime. Ask lots of questions, volunteer beyond the requirements of the internship, read all you can about the company, get involved, and take time to learn new equipment, approaches, and concepts.

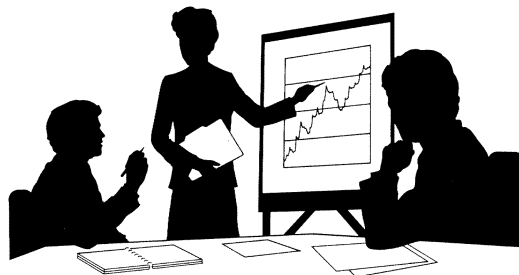
This is your chance to get your foot in the door; it's a chance for you to learn about the people in the industry, what they do and how they do it. You are in the internship program to learn all there is to learn. The internship can only help, however, if you want it to. So, your attitude is critical to your success. Take your hands out of your pockets, roll up your sleeves, and get involved. Do more than is expected; pitch in wherever you're needed.

Remember, when you apply for an internship you're representing not only yourself, but also the Department of Communication and the University of Missouri-Columbia. You are following the path of a long tradition of student-employee relations in this community and throughout the state. Know that your actions reflect not only on you, but also on the University. Always strive to be professional, courteous, and productive.

If you have any questions along the way, feel free to contact me. I hope this handbook helps answer some of your questions about the internship program.

Best wishes for a successful internship experience, and I look forward to working with you!

Dr. Michael Porter  
Internship Coordinator



# How do I get an internship?

## *Are there any prerequisites?*

You must be an accepted departmental major

You must be a second-semester junior or senior (must have completed 75+ hours of course work)

Your overall GPA must be a minimum of 2.5 and should be 3.0 in your communication courses

You must have completed 18 hours of courses in communication or related courses

Note: If you have a unique opportunity consult the Internship Director.

## *Can I get paid for my internship?*

Yes you can. This is up to the organization where you are interning.

## *How many hours may I take?*

A typical student earns 1-3 hours of credit for a single internship. The hours of credit are based on the number of hours of volunteer work you do. During the semester this amounts to the following:

5 hours per week = 70 hours of volunteer work = 1 hours of credit

10 hours per week = 140 hours of volunteer work = 2 hours of credit

15 hours per week = 210 hours of volunteer work = 3 hours of credit

During the summer you typically work more hours per week for a shorter period of time. Use the guidelines for hours of volunteer work to determine the number of credit hours.

You may take more than one internship during your college career, but may not earn more than 4 hours of total credit for internship.

## *Can I take too many hours 4940 credit?*

You are only allowed 40 hours of communication credit hours toward meeting graduation requirements. If your internship puts you over that amount, the hours will not count toward graduation.

## *What steps do I take for getting an internship, and who selects the location for myinternship?*

Basically, you find your own internship, which is why we've provided this handbook to help you. We suggest you take the following steps listed on the next page:

# Getting an internship

1. Between the time of pre-registration and the beginning of the next semester, you select an organization that will fit your interests (see attached listing). Please don't feel that you are limited to only these locations; you may hear of others that are equally suitable. Check with your internship coordinator for approval of any new location.
2. Approach the contact person for the organization as if you are applying for a job. Make an appointment for an interview. Dress professionally, prepare a resume to hand in, and use the interview process to determine if the internship is right for you. The organization will determine if you are right for it.
3. Once you've been accepted by the internship organization, complete the INTERNSHIP APPLICATION FORM in the back of this booklet and return it to Dr. Michael Porter at 115 Switzler Hall.
4. After the application has been approved by the internship coordinator, register for the specific number of hours of Comm 4940 by obtaining a course Consent Card in the main office (115 Switzler Hall).
5. NOTE: It is imperative that you receive credit for the internship during the semester in which the internship experience takes place. Credit for internship work completed in previous semesters will not be honored in subsequent semesters. That is, if you have a summer internship, you must register for credit for that internship for the summer session, NOT the fall session.
6. Treat the internship like a job. Remember that you will most likely want to use your internship supervisor as a reference for future jobs.
7. Midway through the internship program, complete the MIDTERM COMMUNICATION SELF-EVALUATION FORM (in back) and return it to Dr. Michael Porter.
8. At the end of the semester, complete the FINAL COMMUNICATION SELF-EVALUATION FORM (attached) and return it to Dr. Michael Porter.
9. We will send your internship supervisor a STUDENT INTERNSHIP EVALUATION FORM and we will ask them to complete the form and return it to 115 Switzler Hall.
10. You must keep a record of the hours you work on the log provided in the handbook. At the end of your internship, have your supervisor sign the form to verify your hours.



# Getting Ready

Take a resume with you:

An effective resume is important to have for your interview. A concise, eye-catching resume is essential - yours is one of dozens that will be scanned by a personnel director for further consideration, so it should stand out from the rest.

Try to keep the resume limited to one page. Include:

- Name, phone, e-mail, address
- An objective (statement telling what kind of position you're looking for and what you hope to bring to it)
- An outline of your employment history
- Education and experience

Contact the Career Center at the Student Success Center for valuable assistance in preparing a professional resume. Call 882-6801 for additional information. These people are very friendly and provide an excellent service for students.

## Prepare for the interview:

Practice your answers. Consider the types of questions they will ask you, before the interview. What are your strengths/weaknesses? Why do you want the internship? What's the most rewarding thing you've ever done? Where do you want to be in 10 years?



### **Dress for success**

Select clothing, which you feel is professional for the particular internship you're seeking. While you need not overdress for the interview, it's a good idea to put some effort into your attire. In other words, while a coat and tie may be overdoing it if you're interviewing for a production assistant position, make sure your clothes are pressed and clean, that you have socks with your shoes, remove the baseball cap, and wash your hair. The same holds true for women. Cocktail dresses may be overdoing it; Sunday church going attire is much more appropriate. Additionally, please, take the gum out of your mouth, remember to sit up straight in the chair, and articulate. You're making a first impression. How do you want to be remembered?

### **Stay in control**

Stay calm and be professional. Give a firm handshake if a hand is offered. Answer questions, and, when possible, develop your answers based on your knowledge of the organization and your skills. Steer answers toward your strengths and accomplishments. **MAINTAIN EYE CONTACT.** Have questions ready should the interviewer ask, "What questions do you have about us?"

### **Follow-up**

Immediately after the interview, send a typed thank-you letter for the interview, mention something specific you learned during the interview, and gracefully make your interest in the job known.

## **Got the internship - now what?**

Every internship is different. How much you learn from the experience can depend, in large part, upon your own initiative. Here are some tips to help ensure your internship will be a success:

Volunteer, volunteer, volunteer! Never finish a project and wait for someone to tell you what to do next. Show some initiative and look for ways you can help out. Remember, there are no small jobs - every task counts!

Learn everything you can about the company. Learn the company structure and the names of the people with whom you'll be working.

Look at everything as a learning experience. By observing how an activity is organized, something as mundane as stuffing envelopes for a mailing can teach you valuable skills and project management.



If you've been involved with print projects, ask for samples - they can be important additions to your portfolio.

Don't be afraid to ask questions or to offer suggestions. The perception will be that you are interested, enthusiastic, and a team player.

## Other Details:

### Responsibilities

Treat this internship like a real job, because it is one. Act like a professional and you'll be treated like one.

### Seek feedback

Learn how to read the nonverbal cues being sent your way. Don't be afraid to ask your supervisor how you are doing from time to time. Don't assume you're doing a good job just because no one yells at you, or because you're being left alone.

### Final thought

You are a part of a fine heritage of communication majors who have served in similar internships before you and who are now professionals in their field. The internship is an extremely valuable experience for you and is not to be taken lightly. Please keep up the fine tradition we have built over the years.

## How to Contact Internship Coordinators:



Dr. Michael Porter.  
115 Switzler Hall  
University of Missouri-Columbia  
Columbia, MO 65211-2310  
Work Phone: 882-4431  
Fax: 884-5672  
e-mail: [portermj@missouri.edu](mailto:portermj@missouri.edu)

Cathy Illingworth  
115 Switzler Hall  
University of Missouri-Columbia  
Columbia, MO 65211-2310  
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Fax: 884-5672  
e-mail: [illingworthc@missouri.edu](mailto:illingworthc@missouri.edu)

**COMMUNICATION 4940: PROFESSIONAL INTERNSHIP**

**FINAL SELF-EVALUATION FORM**

(Return to Dr. Michael Porter by Dec. 10, May 1, or July 29)

(This form is also available online)

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Student Name

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Name of Employer/Supervisor

1. Describe the type of work and responsibilities during the second half of your internship.

2. Were you adequately prepared for this position? If not, what additional learning experiences would you have needed to prepare you? If so, what prepared you?

3. Would you recommend future students take this internship? Why or why not?

4. How do you think your supervisor will rate you? Why?



3. How would you rate your internship experience so far?

4. How many internship hours have you worked so far this semester? \_\_\_\_\_

5. Is there anything Dr. Michael Porter should do at this point to help make the experience a more positive one?



(This form is also available online)

_____ hours per week
_____ credit hours
_____ OK from M. Porter

**DEPARTMENT OF COMMUNICATION  
INTERNSHIP APPLICATION FORM**

Semester of intended internship \_\_\_\_\_

Name \_\_\_\_\_ Student # \_\_\_\_\_

Current Address \_\_\_\_\_

Current Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Please make sure that your permanent address is on file in the office.

Permanent Phone \_\_\_\_\_

Expected graduation date \_\_\_\_\_ GPA \_\_\_\_\_

INTERNSHIP AGENCY \_\_\_\_\_

CONTACT PERSON, TITLE \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

BUSINESS PHONE \_\_\_\_\_ E-Mail \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

Expected Job Duties: \_\_\_\_\_

Communication courses completed		
_____	_____	_____
_____	_____	_____
_____	_____	_____

Other related experience/internships (include dates and location):

\_\_\_\_\_

\_\_\_\_\_