

MAGC 8-CR INTERNSHIPS ASSIGNMENTS

Students are expected to

- Report frequently to their faculty reader and the Internship Office about their progress and their internship experience.
- Provide professional-quality work.
- Comply with the internship organization's policies and procedures while actively engaging in the organization's structure to optimize their learning experience.
- Reflect, from both practical and theoretical perspectives, on work-related issues encountered during their internship.

Requirements for MAGC 8-CR internship portfolios	
After 5 weeks	
Mid-point note	Five weeks into your internship, you must submit a mid-point note outlining the nature of your responsibilities and your initial thoughts on the organization in which you are working. In the note you should address any projects you are working on and how they relate to issues covered in your courses. You may also discuss any goals you would like to achieve during the remainder of your internship. In compiling this note, you are expected to draw upon your weekly journal. The note should be between 3-5 pages long. The mid-point note will be included as appendix of the final report.
After the end of the internship	
Cover sheet	See template below.
Updated resume/CV	One or two pages, in English, PDF format, including internship tasks and responsibilities.
Internship report (Guidelines below)	50 to 60 pages (including appendices). To be written in English on A4 paper, using Times New Roman font size 12, with a line-spacing of 1.5. Save in PDF format.
Informational Interviews (Guidelines below)	Critical account detailing an interview of two or more key employees in the company; if possible a person from senior management and a co-worker. You may also interview your immediate supervisor. To be written in English on A4 paper, using Times New Roman font size 12, with a line-spacing of 1.5. Six pages in length. Please include this document in the report appendix.
Weekly Journal (Guidelines below)	Write reflective notes on your experience. Ten pages in length. Please include this document in the report appendix.
Student evaluation form	<u>Student evaluation form</u> The aim of this exercise is for you to reflect on your internship experience: to compare your expectations with actual results, whether you feel better equipped to enter this field/industry as a result of this internship, the internship's contribution towards your future choices

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	(next internship, graduate school, career, etc.). You will also submit your assignments using this web form.
Employer evaluation form	By submitting the student evaluation form, you trigger an automatic email to your internship supervisor prompting him/her to fill out the online employer evaluation and comment on your performance during the internship.
Submission process	
Submission deadline & recipient	<p>Your assignments are due one month after the internship's official end date.</p> <ol style="list-style-type: none"> 1. All materials must be printed and given to your faculty reader. 2. All materials (report & CV) must also be saved as individual documents (PDF format) and are to be uploaded and submitted via the online student evaluation web form.
Grade awarded	A letter grade is awarded for the completion of this internship.

Guidelines for the internship report

The internship portfolio is the culmination of your internship experience. It is more than an account of your time in an organization. It is a descriptive and analytical document in which you specifically connect the knowledge and skills you have acquired during your MA degree to your experience in the workplace. The report is a reflection of your internship and its relationship to your studies: namely, how has the theoretical knowledge you acquired in your courses prepared you for this professional experience? Based on what you learned, did any aspects of your internship surprise you, and if so which ones? Finally, how has this professional experience impacted your understanding of the subjects you studied?

The report is to be written on A4 paper, using Times New Roman font size 12, with a line spacing of 1.5. Footnotes and bibliography should follow the format required for research in your field.

The various sections of the internship portfolio are outlined below.

1. **Cover Sheet:** See template below.
2. **Table of Contents:** Indicate the major sections of the report (sub headers are optional).
3. **Project Summary:** Provide a short summary which outlines the subject of the attached report and the contents of the analyses. It should be written in a style that is accessible to an informed non-academic audience. This section should be two pages in length.
4. **Organizational Overview:** This should include the name of the company or organization, a detailed description of its activities, and the function of the particular department in which you are working. In addition, you should comment on your role as an intern. State the number of hours worked per

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week, the number of credits to be earned, where and when you were working, and the sorts of practical skills and tools used. How does an intern fit in? This section should be two pages in length.

5. **Organizational Analysis/Brand Audit:** What are the company's main outputs? What seem to be its strengths and weaknesses? Where might it expand – and where might it be falling behind the competition? When analysing the organization in which you worked, you should provide a critical reading of the corporate literature, paying particular attention to their communication plans (internal and external.) This section should be ten pages in length.
6. **Relationship of Internship to Course Material:** In this section, relate your experience in the workplace to the material covered during your Global Communications studies. You are asked to contextualize your internship experience not only in relation to the practical skills you have learned, but also in relation to theories regarding the role that communication plays in society. How did the course material you covered relate to your work? How might one theorize or conceptualize the kind of work you were asked to carry out? Consider how your MA course material might help you analyze your position in the workplace. Discuss the material's relevance to your work experience. You are expected to make specific connections with and references to material covered in your core courses. This section should be ten pages in length.
7. **Conclusion:** Here, please detail what you learned from the internship, and provide an overview of the company from your perspective as an MA student soon to be seeking employment. How has your experience in this company had an impact on how you see yourself, any aspiration you may have to work in this industry, and the direction for your future career? This section should be two to four pages in length.

Appendices

- **Informational interviews:** This section involves a critical account detailing an interview of two or more key employees in the company; if possible a person from senior management and a co-worker. You may also interview your immediate supervisor. (If possible, schedule these interviews as you are being hired.) Please see suggested questions in this package. The aim is to get a feel for the career paths of individuals working in the company. How did your interviewees develop their chosen careers? What advice do they have for you? As a conclusion to these interviews, what did you learn? Do you see these individuals as mentors? This section should be six pages in length.
- **Weekly journal:** In a sense you are doing some ethnography here, a piece of qualitative research for yourself that you are unlikely to have the time or opportunity to do at other moments during your working life. What are your expectations as you begin? What are you learning? How does your company fit into the field at large, in terms of its communicative strategy and goals, operations and products? Focus on process and, eventually, outcomes.

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Question your colleagues to gain more insight. Write reflective notes on your experience. This section should be ten pages in length.

- **Supplementary material:** *This section is not compulsory.* Please attach any materials specifically related to your experience – brochures and newsletters you helped produce, printouts of web pages in which you had input, photographs, etc. These extra materials are considered as separate from the 50/60 pages required for the report itself.
- **Mid-point note:** This was submitted to your faculty advisor five weeks into your internship. This section should be between three to five pages.

Confidentiality

When preparing your report, please be aware of any confidentiality or non-disclosure agreements you may have signed with your organization. Employers may ask interns to sign confidentiality statements, which may have a bearing on the information you disclose in your internship report and elsewhere. If this is the case, individuals and client corporations may be described rather than named, and projects may be recounted in general terms rather than specific details.

Students with this type of agreement are encouraged to discuss any questions that may arise with the Internship Office and/or their faculty advisor to make sure they fully understand the terms and conditions of the agreement.

Plagiarism

The report and all related documents may be inspired in part by the organization's corporate literature, but the bulk of the project must be the student's own. **Students who draw heavily from other sources without proper citation will be subject to university disciplinary action.**

Library Access

In addition, students enrolled in MA-level internships benefit from remote access to AUP library databases, but these databases are intended for non-profit educational use and are for the student's personal research only – NOT for research requested by the employer as part of the student's internship duties. Please contact the AUP Library for further clarification: library@aup.edu.

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Guidelines for the informational interview

MAGC students pursuing an internship must submit a critical account detailing an interview with two or more key employees, if possible a person from senior management and a co-worker or your immediate supervisor. This account should focus on the career paths of individuals working within the organization. This provides an opportunity for you to consolidate information useful in the formulation of your career plans. **This section of the report should be approximately six pages long.**

RECOMMENDED PROCEDURE

1. Call or write directly to request permission to interview your contact. You should inform him or her of the interview's purpose and approximately how much time it will take. Schedule an appointment.
2. Prepare the interview by making a list of questions (see below). Please avoid personal questions.
3. Be on time for the interview. Ask for permission to take notes or record the interview should you wish to do so. If discussing confidential information, make sure that the contact understands the written summary will be read exclusively by members of the AUP community.
4. Within a week following the interview, send a note to your contact to express thanks for his/her time, consideration, and ideas. Send him or her a copy of the interview if he or she wishes.
5. It is important to create a written copy of the interview that is informative and interesting, and which clearly sums up the interviewee's responses.

POSSIBLE QUESTIONS FOR INFORMATIONAL INTERVIEWS

Select the questions most appropriate to the person you are interviewing, and/or create some of your own.

1. How did you get involved in this line of work?
2. Are any degrees or qualifications required or recommended for this position?
3. In your opinion, what are some key skills and personality traits needed to succeed?
4. How many hours a week do you work? Is it common to bring work home?
5. How much variety is there in your work? How much specialization?
6. What is a typical day like? A typical week?
7. What are the most difficult problems and decisions you have ever faced? What about weekly decisions/problems?
8. Does this job have any travel obligations?
9. Are there any civic or social obligations that go with this job?
10. Is it easy for someone in this field to move to another location?
11. In your opinion, what is the best thing about this job? The worst?
12. How visible are you in this job?
13. What trends do you see happening in your field?
14. What is a typical starting salary? What can someone expect to earn after five or six years of experience?
15. Are there ways to "try out" this line of work, i.e. internships, summer jobs, part-time work?

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16. What is the supply/demand situation in this field?
17. What do you wish you had known when you began your career?
18. What advice would you offer to a recent graduate interested in working in this field?

Evaluation criteria

- Meeting administrative and academic (learning objectives) requirements.
- Meeting academic writing standards.
- Meeting professional and ethical behaviour expectations.
- Meeting the deadline.

Grading

The internship portfolio is a serious piece of academic work. The importance of the internship does not necessarily correlate to your specific tasks and responsibilities, but rather what you learn about the organization and how you transform what you learn into a thoughtful, reflective piece of research.

A – Excellent. The portfolio demonstrates a comprehensive and solid understanding of the relationship between communication theory and how it applies to the organization's industry. The work presents thoughtful interpretations, well-focused and original insights, and well-reasoned commentary and analysis. The work includes skilful use of resource materials, anecdotes or examples, and clear writing, and contains no grammatical or typographical errors.

B – Good. The portfolio demonstrates a complete and accurate understanding of the relationship between communication theory and how it is applied in the organization's industry. The work presents a reasonable degree of insight and broad levels of analysis. The work reflects competence, but remains at a general or predictable level of understanding. Use of resource materials and examples is appropriate, and writing is clear.

C – Adequate/Fair. The portfolio demonstrates some understanding but remains superficial, incomplete, or expresses some significant errors or weaknesses. Communication theory may be used inadequately or inappropriately and arguments lack concrete, specific examples. Writing may appear vague, hard to follow, or loaded with typographical or other technical errors.

D – Unsatisfactory. This portfolio demonstrates a serious lack or error in understanding, and fails to express the most rudimentary aspects of communications theory. Sources may be used entirely inappropriately or not at all, and writing is seriously deficient.

F – Failed. Work not submitted by the deadline.

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Cover sheet

(include at the front of your report)

MAGC STUDENT 8-CR INTERNSHIP PORTFOLIO

First name, last name:

Student's ID number:

Internship semester & year:

Number of credits: 8-CR

I am submitting the assignments in order to obtain credit for my internship at: _____.

Check-list:

☐ Internship report (____ pages) including, weekly journal, mid-point note, and informational interview(s).

☐ CV/Resume

Your signature : _____

Date : _____