

MASC 493 – Fieldwork/Internship

Student Course Information and Registration Instructions

Step 1: Am I eligible to do an internship?

You are eligible for an internship when you meet the following prerequisites:

1. Overall cumulative GPA of 2.50 or higher
2. Major GPA of 2.50 or higher
3. Admission to a MASC sequence and concentration (if applicable), NOT Foundation status. These include:
 - a. Advertising: Creative
 - b. Advertising: Strategic
 - c. Journalism: Print
 - d. Journalism: Broadcast
 - e. Public Relations
4. Successful completion (earning a C or better) of these MASC core courses:
 - a. MASC 101 Mass Communications
 - b. MASC 203 Journalism Writing or MASC 204 Story
 - c. MASC 201 Curiousness (for Advertising students only)
5. It is highly recommended that you complete your junior year before you sign up for an internship.

You will be granted an override to register for an internship only if you have met the above academic requirements.

Step 2: Where do I start?

1. Think about your career goals and job sites where people are doing what you would like to do after leaving school. Consider if you were to do an internship at one of the job sites and make a list of objectives and goals.
2. It is highly recommended that you make an appointment with Kim Hanneman, hannemanka@vcu.edu, in the [VCU University Career Center](#) to compose and/or improve your current résumé and cover letter. The Career Center is located in the Student Commons, 1st floor.
3. While at the Career Center, create an account with RamsRecruiting.
4. Identify potential internship providers/employers that meet your objectives and goals and rank them according to preference. You can find internships through a personal search of your own or by searching the MASC Internship blog, <http://blog.vcu.edu/mascinternships>, and VCU Rams Recruiting: <http://www.students.vcu.edu/careers/>.
5. Schedule and attend interviews with potential internship providers/employers. If the interview is successful and you obtain the internship, you must have your employer write a letter on official letterhead confirming your internship arrangement.

Step 3: How do I register?

1. Submit to Temple 2216, the main Mass Comm office suite:
 - a. MASC 493 Fieldwork Contact Form (see below)
 - b. An official letter (on letterhead and signed) from your employer. The letter must include:
 - i. A general statement reflecting that you have been selected as a (PR, Advertising, Journalism, etc.) intern
 - ii. The semester for which you will intern (summer, fall or spring)
 - iii. Total number of hours you will intern (at least 50, 100 or 150)
 - iv. Your *specific* MASC related job duties (a separate job description may be attached)
2. If your internship is approved you will be notified via email that you have been issued an override that will enable you to register for MASC 493.
3. Note that a maximum of 3 credits can be earned for MASC 493. The number of credits you take determines the minimum amount of work at the internship site:
 - a. 1 credit = 50 hours
 - b. 2 credits = 100 hours
 - c. 3 credit s = 150 hours

To receive credit, students must be officially registered for the internship course during the semester in which they complete the internship hours.

The School will not grant retroactive internship credit (e.g., you complete an internship but weren't registered for the course), nor can you change the number of credits mid-semester (e.g., you registered for three credits requiring 150 hours of work, but you only want to complete 50 hours).

Step 4: How do I complete my internship?

MASC 493 Fieldwork is a pass or fail course. Students will receive a grade of P (pass) if they...

1. Complete all of their required internship hours (50, 100, or 150);
2. Complete the written assignments by the posted deadlines; and
3. Have their internship supervisor submit a favorable evaluation at the end of the internship

All other students will receive a grade of F.

Assignments

Besides any tasks requested by your internship provider, students in MASC 493 Fieldwork must complete two reports. See the website or contact the School's main office for due dates. *Late papers will not be accepted.*

Report formatting

All reports must be typed, double-spaced and free of grammatical and spelling errors. Any papers with excessive errors will be returned to be rewritten. Papers must be the specified length in order to be considered complete.

Report #1: Mid-semester report

Submit at least *two complete pages* and include the following information:

1. Total number of hours worked to date.
2. A narrative detailing the internship duties, assignments and your observations.
3. Positive and negative aspects of your internship.

Report #2: Final report

This assignment is designed to facilitate reflection on how this internship has contributed to your learning. Submit at least *three complete pages* addressing the following:

1. Total number of hours worked to date.
2. What were the most positive and negative aspects of the internship?
3. When were you most engaged during the internship? Most disengaged?
4. What represents your best work from the internship?
5. What additional learning needs have you identified as a result of this internship?
6. Has this internship helped you in pursuing your career goals? Explain.
7. Describe the level of preparation the School provided in helping you meet those goals.

Supervisor Evaluation

Internship supervisors are required to complete a confidential evaluation before a student grade can be issued for MASC 493. The School will email supervisors a link to the evaluation on Survey Monkey. The survey link will be sent to the supervisor's email address that YOU provide on your registration form, so it's imperative that you provide an accurate address—print neatly! Students do NOT have access to this link but need to remind their supervisors of this important task. You will receive a grade of F if the School does not receive this evaluation!

Step 5: Anything else?

Remember that MASC 493 is just like any VCU course, so the VCU Honor Code (see http://www.provost.vcu.edu/pdfs/Honor_system_policy.pdf) and the Americans with Disability Act of 1990 (see <http://www.vcu.edu/eoaa/pdfs/adafacts.pdf>) apply.

MASC 493 Fieldwork Contact Form

(To be submitted with letter from internship provider)

All information must be provided. PLEASE PRINT NEATLY!

Submit this form, along with your letter from the internship provider (see above), to Temple 2216, the Mass Communications main office suite, to begin the internship approval and registration process.

Student Information	Internship Supervisor Information
Name	Immediate Internship Supervisor's Name
VCU V Number	
VCU Email	Supervisor's Email (<i>for the evaluation link</i>)
Phone number	Supervisor's Phone Number
Local address (include city, state, and zip)	Internship Address (include city, state, and zip)

SEQUENCE: Choose only one

- Strategic Advertising
- Creative Advertising
- Broadcast Journalism
- Print Journalism
- Public Relations

Number of credit hours

- 1 credit = 50 hours at the internship
- 2 credits = 100 hours at the internship
- 3 credits = 150 hours at the internship

*You **cannot** change credits mid-semester, so be sure!*

Semester/Year: _____

Is this a paid internship?

Yes No

I have a cumulative GPA of 2.50 or better.

Yes No

I have completed the prerequisites for MASC 493.

Yes No

I am second semester junior or senior.

Yes No

Please read and sign below:

I understand that a midterm, final and supervisor evaluation are due on or before the dates specified in order for me to receive a passing grade for Fieldwork, MASC 493.

Signature

Date