

Communication and Media Studies

Internship Guidelines

All communication and media studies majors need one unit of internship as part of their requirements to graduate. Students can also complete a second one-unit internship to count as an elective, should they desire to do so.

Interning is best done once a student has junior standing (and at least 3 courses in the major). However, under special circumstances the internship can be completed earlier (see the internship instructor for exceptions). Typically, students find their own internship through networking, searching job sites, approaching specific organizations, and/or talking with the office of [Career Success](#). It is useful to think about future career goals and see how the internship may provide experience in that area. It is also helpful for students to talk about ideas with their academic faculty advisor.

Students must intern for a total of 140 hours at the internship site(s), in conjunction with being registered for the COMM 397 Internship course. Students can accomplish this by doing one unit internship at one site (140 hours) or by doing two ½ unit internships at one or two different sites (at least 70 hours each; can be done in different semesters). The internship responsibilities must be related to and emphasize communication and/or media.

In the past, students have interned in fields such as:

Broadcasting	Museums
Chamber of Commerce	Outreach Coordination
Creative Design	Public Relations
Digital Marketing	Research
Donor Relations	Sales
Editing	Social Media
Event Planning	Special Events
Human Resources	Sport/Athletics Communications
Journalism	Strategic Communication
Law	Television Productions
Marketing	Website Management

The Department of Communication and Media Studies follows the National Association of Colleges and Employers ([NACE](#)) guidelines for internships. In part,

An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional workplace setting (across in-person, remote, or hybrid modalities). Internships provide students the opportunity to gain valuable applied experience, develop social capital, explore career fields, and make connections in professional fields.

Following these guidelines and recommendations, Communication and Media Studies also believes that an internship should include:

- A learning experience with a real-world opportunity to apply the knowledge gained in the classroom. It must not be simply to advance the operations of the employer or replace the work that a regular employee would routinely perform.

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- Learned skills and knowledge that are transferable to other employment settings.
- A defined beginning and end that is mutually agreed upon and consistent with institutional sponsor guidelines and schedules.
- A position description with clear responsibilities and required/desired qualifications.
- Clearly defined learning objectives/goals supportive of the student's academic program goals and institutional requirements.
- Direct supervision by a professional(s) with relevant expertise and educational and/or professional experience who provides productive feedback, guidance, and the resources and equipment necessary to successfully complete the assignment. ([NACE](#))

Students will not be awarded retro-active credit for an internship completed without prior approval.

Once students have located an internship, the next step is to contact the internship instructor for the department, who will ask the student to complete a pre-approval form and answer relevant questions about the internship possibility. If approved, the student will then gain permission to begin the registration process for an internship in an area related to communication or media for credit toward the major.

Students should stay in close contact with the internship course instructor while completing all steps to finalize registration for the internship course. Stetson University requires students to complete an online internship application, which includes a liability waiver and a learning agreement that must be signed by the student, instructor, Department Chair, and internship site supervisor. Students will not be allowed to stay in the internship course if all signatures are not provided in a timely manner (usually before drop/add ends at the beginning of each semester).

The syllabus and assignments will be made available when the semester begins.