

School Mass Communications Internship Program

AN OVERVIEW FOR EMPLOYERS

The internship program is designed to provide students with opportunities to gain practical experience in a professional work setting as part of their academic program in the School Mass Communication at Virginia Commonwealth University.

Employers interested in offering internships should develop a job description for the position and submit it electronically to the School. The position should be tailored for students in one of the following areas: Creative Advertising, Strategic Advertising, Broadcast Journalism, Print Journalism or Public Relations. The School's Assistant Director for Student Services & Scholastic Journalism will review the internship to determine whether it qualifies for the program. Only internships that offer students a professional-level experience will be considered for academic credit. The academic credit a student receives is dependent upon the number of hours worked over the course of a 15-week semester. (See below.)

All internships should be completed for credit and arranged through the school.

Employers are expected to:

- Complete a Student/Employer Internship Agreement that sets out the terms of the internship, including work schedule and pay.
- Provide work that is meaningful to the student's training as professional. Interns are viewed as professionals in training and should be assigned duties similar to those given to entry-level employees.
- Provide the intern with a supervisor who has professional experience in the specific area of a student's internship and who is responsible for monitoring the student's work and training.
- Provide the intern with a workspace and adequate equipment to do required work.
- Complete evaluation forms on the intern's performance, as requested by the Assistant Director. Students are ultimately graded based on this evaluation.
- Schedule the student intern to work the required number of hours (one credit is 50 hours, two credits equal 100 hours and three credits equal 150 hours of work.) Students may work more hours, but we do not recommend more than 20 hours a week during the fall and spring semesters. Internships officially start at the beginning of each semester; however, start and stop dates can be flexible by mutual agreement, as long as they fall within the semester.
- Communicate immediately with the internship coordinator if the student is failing in his or her performance in any way.

Who to contact

Carol B. Mawyer, Assistant Director for Student Services & Scholastic Journalism, School of Mass Communications, should be your first point of contact. You can reach Mrs. Mawyer at 804-827-2660 or cbmawyer@vcu.edu.