

# Internship Program for the College of Communication

## Public Relations/Advertising Department

Students who wish to enroll in **Public Relations/Advertising Internship** must follow these steps:

**First, meet with your academic advisor** to determine if an internship is appropriate for your professional development at this time.

**Important:** You must have a **minimum 2.5 GPA** when the internship begins. **Also: PR majors** must have successfully completed Basic PR Writing, Advanced PR Writing and preferably Publication Layout and Design. **Advertising majors** should have successfully completed Advertising Copywriting and Account Planning OR Portfolio Preparation.

**If you are eligible**, explore internship opportunities through:

- \* internship bulletin board listings
- \* Internet listings
- \* faculty leads
- \* your own contacts

Then, **complete a Personal Approval Form and a Site Approval Form and submit your signed forms** to the PR/Adv. Secretary, Janice Hillman, in Bozorth Hall, Office #141.

\* **The Personal Approval Form.** This form requires the signatures of your academic advisor, the specialization professor and the chairperson. (In some cases, it may be the same person.)

\* **The Site Approval Form.** This form requires information from your supervisor at the site where you will be interning.

The last step is to **register officially for the course**. You cannot receive credit unless you register, and you must register for the course during the semester you work as an intern—not the semester before or after. Therefore, register for your internship the semester before you will intern—just as you do for all your other courses. Register for **PR/Adv. Internship** when you have followed these procedures.

### Evaluation/Grading

A grade for the course will be determined after the student has provided:

- 1 An accurate LOG of on-the-job hours signed by the on-site supervisor.
- 2 A PORTFOLIO of representative work, including items such as articles, news releases, brochures, newsletters, script copy, audio-visuals, flyers, strategies, etc.
- 3 A final written CRITIQUE (3-5 typed pages), in which the student thoroughly evaluates the internship experience, citing its strengths and areas for improvement.
- 4 An EVALUATION of the student's internship experience written by the on-site supervisor.
- 5 Other requirements of your individual professor.

*Students will meet with the PR/Adv. professor assigned to the Internship course section after the internship is completed and display their portfolios*

**Rowan University**  
**College of Communication**  
**Public Relations/Advertising Department**

**Personal Approval Form**

Date: \_\_\_\_\_ Semester and year you intend to do the field experience: \_\_\_\_\_

Student's name: \_\_\_\_\_

Local address: \_\_\_\_\_  
Street City State Zip

Home address: \_\_\_\_\_  
Street City State Zip

Local phone: \_\_\_\_\_ Home phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Major: \_\_\_\_\_ PR \_\_\_\_\_ Advertising Faculty Advisor: \_\_\_\_\_

Total semester hours completed: \_\_\_\_\_ Current GPA: \_\_\_\_\_

**PR Majors:** Indicate semester in which you completed Basic PR Writing and Advanced PR Writing.

\_\_\_\_\_

**Adv Majors:** Indicate semester in which you completed Ad Copywriting and Account Planning (or Portfolio).

\_\_\_\_\_

Type of field experience you are interested in?

\_\_\_\_\_

What special skills and background do you possess relevant to this field experience?

\_\_\_\_\_

Do you have transportation or geographic restrictions? \_\_\_\_\_ Yes \_\_\_\_\_ No  
If yes, explain:

\_\_\_\_\_

Student's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Academic Advisor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Specialization professor's signature\*: \_\_\_\_\_ Date: \_\_\_\_\_

PR/Adv Chair's signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*The specialization professor is one who has taught you in classes that directly relate to the internship. Often this is someone who is not your advisor. However, if it is your advisor, he/she should sign in both spaces.

**NOTE:** You must have prior approval by your advisor and a specialization professor before you can accept an internship. Direct questions to the appropriate Public Relations/Advertising Department chairperson.

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**Rowan University**  
**College of Communication**  
**Public Relations/Advertising Department**

**Site Approval Form – Type or Print Clearly**

Internship semester: \_\_\_\_ Fall \_\_\_\_ Spring \_\_\_\_ Summer

Specialization: \_\_\_\_ PR \_\_\_\_ Adv

Date: \_\_\_\_\_ Anticipated date of graduation: \_\_\_\_\_

Student's name: \_\_\_\_\_

Local address: \_\_\_\_\_

Street City State Zip

Home address: \_\_\_\_\_

Street City State Zip

Local phone: \_\_\_\_\_ Home phone: \_\_\_\_\_

Email address: \_\_\_\_\_

Full name of firm providing internship: \_\_\_\_\_

Name and title of immediate supervisor: \_\_\_\_\_

Supervisor's address: \_\_\_\_\_

Street City State Zip

Supervisor's Email address: \_\_\_\_\_

Supervisor's phone number: \_\_\_\_\_

Type of firm if unclear from name: \_\_\_\_\_

Description of duties\*:  
\_\_\_\_\_  
\_\_\_\_\_

\*It should be understood that the description of duties outlined above constitutes an agreement between all parties concerning the specific tasks to be performed by the student while undertaking the internship. Any change in these duties without the consent of all parties shall void the agreement.

How many hours will you work at the internship per week? \_\_\_\_\_

Number of credit you are registered for? \_\_\_\_3 credits (120 hours) \_\_\_\_6 credits (240 hours)

Date the internship begins: \_\_\_\_\_ Date the internship will be completed: \_\_\_\_\_

Immediate on-site supervisor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Student's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Academic Advisor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Specialization professor's signature: \_\_\_\_\_ Date: \_\_\_\_\_

PR/Adv Chair's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return this form to Janice Hillman, Secretary, Public Relations/Advertising Department, College of Communication, Bozorth Hall, Rowan University, Glassboro, NJ 08028, 856-256-4312, [Hillman@rowan.edu](mailto:Hillman@rowan.edu)

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