



Internship Program



School of
Communication
Studies

An internship is an important component of a student's academic experience and career preparation. It provides an opportunity for them to apply the knowledge and skills developed via their coursework to real-world professional settings. This experience also helps students to add quality experience to their resumes, identify career opportunities, and network with communication professionals. This document explains the nature of the School of Communication Studies' internship program and its requirements.

In addition to our general curriculum, Kent State University's School of Communication Studies offers majors the opportunity to concentrate their coursework on specialized communication contexts, preparing them for diverse careers after graduation. Students in these concentrations bring specialized knowledge and skills to the organizations at which they intern:

Applied Communication is an integrated and interdisciplinary concentration that emphasizes how theory translates into strategic communication and professional skills, with coursework in visual design, professional writing, advanced presentational speaking, and organizational communication. Students in the Applied Communication concentration learn how to write press releases and newsletters, design web content, create and manipulate visual images, and present that information professionally, in addition to navigating and improving the dynamics of professional organizations. Graduates find careers working in public relations, web content design, communication campaigns, promotional design, and other similar fields.

Relational & Workplace Communication is a concentration that emphasizes how theory translates into effective communication in the workplace, as well as professional and personal relationships, with coursework that explores organizational communication, leadership and teamwork, conflict management, and interpersonal communication skill. Students in the Relational & Workplace Communication concentration learn how to effectively manage communication within for-profit, public, and non-profit organizations by solving workplace problems, mediating conflict, managing personnel and work teams, and designing organizational messaging. Graduates find careers working in training and development, human relations, customer relations, and other similar fields.

Global Communication is a concentration that emphasizes how theory translates into effective communication for ethical, mindful, and sustainable global change, with coursework in intercultural and international communication, social media and globalization, and social and transnational justice. Students in the Global Communication concentration develop a global perspective that enables them to understand business processes, information management, media systems and telecommunications structure, and organizational communication practices across cultures and in diverse environments. Graduates find careers in advocacy, global journalism, non-profit and political campaigns, education, and other similar fields.

Media & Society is a concentration that emphasizes the use of theory to analyze media use and patterns, evaluate and refine media messages, and examine the effects of media on diverse audiences, with coursework in media platforms, strategic messaging, media use and effects, and campaign development. Students are trained to use communication technologies and channels to develop media content and broker information based on the affordances and costs of each communication technology, particular tactics, trends, and best practices. Graduates find careers in media management, strategic communications, advocacy, social media management, and other similar fields.

The School of Communication Studies' Internship in Communication Studies (COMM45092) fulfills a student's required capstone—a culminating experience that integrates the learning garnered across one's education at Kent State University. It also fulfills an Experiential Learning Requirement (ELR) by providing students with the opportunity to initiate lifelong learning through the development and application of academic knowledge and skills outside the classroom environment. Specifically, it allows students to use skills and concepts related to their career path while engaging in work-like settings that are common to their field of study. As such, all COMM45092 **internships must include at least three (3) of the following benchmarks:**

- **Adapt Messages** – Students from Communication Studies should be able to develop and adapt messages to diverse audiences, situations, and media outlets across a variety of different communication technologies.
- **Assess & Evaluate Messages** – Undergraduates from the School of Communication should be able to evaluate and assess the intended and unintended effects of their communication in a variety of contexts, situations, and venues.
- **Identify & Use Communication Technologies/Channels** – Communication Studies undergraduates should be able to use a variety of different communication technologies (e.g., presentation software) and channels (e.g., social media, print media, face-to-face) based on an understanding of the different affordances and costs of each communication technology, particular tactics, trends, best practices and theory.
- **Apply Communication Research** – Communication Studies majors should be able to apply communication research principles and findings to a variety of situations to provide practical, data-driven suggestions on the best practices for communicating messages across a variety of situations.
- **Apply Ethical Principles** – Communication Studies students should be able to apply principles of ethical communication in a variety of communication contexts (e.g., written, verbal, digital, graphic, audio communication).
- **Foster Dialogue** – Communication Studies majors should be able to foster inclusive dialogues, tailor messages, and approaches that respect diversity, empower others, and bring about social change.
- **Problem Analysis** – Students from Communication Studies should be able to critically analyze problems; seek out evidence for best practices; and develop creative, relevant, effective, and evidence-based responses.
- **Effective Written & Oral Communication** – Communication Studies undergraduates should be able to develop clean, clear, and professional written and oral messages that follow a logical pattern to fit a variety of different audiences/purposes.
- **Networking** – Communication Studies majors should be able to develop workplace relationships and networks by presenting themselves and their company in a professional and collegial manner.
- **Training & Development** – Communication Studies undergraduates should be able to demonstrate skills in the design and implementation of training and intervention strategies to improve employee and managerial communication in organizational settings. These students be able to identify organizational stakeholders, adapt to multiple perspectives, and apply the principles of adult learning.

Students may take *COMM45092: Internship in Communication Studies* for either three (3) or six (6) credit hours. A three-hour internship requires 135 hours “in the field,” with at least five substantive projects being completed during the internship; a six-hour internship requires 270 hours with at least 10 substantive projects. Internships must start and end in accordance with the official dates of the semester for which the students have registered for the course. The course is graded as “S” (satisfactory) or “U” (unsatisfactory); a grade of “U” requires the student to retake their senior capstone. In addition to the duties and projects completed at one’s internship organization, the following are required:

- Throughout the internship, submit weekly reports detailing the number of hours and work completed at the internship. These must be signed by one’s site supervisor, who also will provide feedback (both positive and negative) about the intern and their work.
- Throughout the internship, submit periodic progress journals that explore how the internship is going, the knowledge and skills being gathered, the roadblocks and frustrations experienced, etc.
- Toward the end of the internship, arrange to have one’s site supervisor submit an evaluation of the student and their work.
- At the end of the internship, submit an essay that reflects on one’s individual learning experience and establishes connections between coursework and the internship, growth as a communicator, life experiences, extracurricular activities, and career path.
- At the end of the internship, submit a professional e-portfolio that markets oneself to potential employers and contains a video-recorded “elevator pitch,” a professional resume, and at least five samples of exemplary work completed over the course of their education at Kent State University.

To register for COMM45092, students must do the following:

1. Submit an application to the School of Communication Studies’ Internship Coordinator, who will determine one’s eligibility for the senior capstone. (Prerequisites can be found in the official Kent State University catalogue associated with one’s official catalogue year.)
2. If approved, find an internship. (Students are responsible for finding their own internships; however, the Internship Coordinator sometimes learns of opportunities, which he will forward to approved students.)
3. Negotiate with the internship the duties, responsibilities, and projects to be completed over the course of the semester. (Please remember that at least five substantive projects are required for three credit hours, whereas 10 substantive projects are required for six credit hours.)
4. Together with one’s site supervisor, complete and sign the Internship Agreement Form and then submit it to the Internship Coordinator for approval.
5. If approved by the Internship Coordinator, register for COMM45092.