



## COLLEGE OF JOURNALISM AND COMMUNICATIONS

### ADV4941 – Advanced Advertising Internship Spring 2024 Syllabus

#### Instructor: Dan Windels

- Email: [dwindels@ufl.edu](mailto:dwindels@ufl.edu)
- Office: Weimer 2078
- Office Hours (in person): Tues. 11:00 am – 12:00 pm, Wed. 12:00 pm – 1:00 (or by appointment)
- Office Hours (virtual): Same times as above. NOTE: Please send me an email indicating you'd like to meet for virtual office hours before joining on Zoom. I may be meeting with another student at that same time.
  - Zoom Personal Room Link: <https://ufl.zoom.us/j/8211738258>

#### UF Class & Section Numbers:

- UF Campus Students: Class# 19275, Section# 04B2
- UF Online Students: Class #19276, Section# UFO2

#### Class Meeting Times & Location

- This class is online. There are no scheduled class meetings. All assignments are on Canvas.
- Optional - (1) In-person or Zoom meeting with instructor during the first two weeks to discuss class.
- Optional - (1) In-person or Zoom meeting with instructor to review direction for e-portfolio reflective writing project.
- Additional in-person or Zoom meetings available at student's request.

#### Course Communication:

Please email me using the subject line "ADV4941" with any questions about assignments, class content, or if you just want to talk about your internship. I spent years working in advertising agencies across the country, including time working as an intern myself. I'd be happy to discuss any advertising related questions you may have. Please include as much information as possible in your email so I can provide you with an accurate response. Contacting me through Canvas is the most efficient way to communicate. I will make every effort to respond to your email within 36 hours of you sending it.

#### COVID-19 & Personal Health:

If you are experiencing COVID-19 symptoms, click here for [CDC guidance](#) on symptoms of coronavirus. Please use the UF Health screening system and follow the instructions on whether you can attend class. Click here for [UF Health guidance](#) on what to do if you have been exposed to or are experiencing Covid-19 symptoms.

Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. Click here for more information on [UF attendance policies](#).

#### COVID-19 Impact on Internship Work Location:

Given the evolving COVID-19 situation, we are allowing both remote and in-person internships this semester. If your internship is scheduled for in-person work, please make sure appropriate workplace precautions are being taken by your internship sponsor to help ensure a safe work environment. Our top priority is your safety. We will work with you and your sponsor to design an internship experience that is both rewarding and one that is safe.

### Course Overview

Catalog description: *Students participate in a structured internship program that is approved by the department as an immersion experience related to the field of advertising. Requires 65 hours of work for each credit hour and submission of electronic portfolio including a culminating project from the internship. (A-E)*

An internship is an important part of career preparation. Your internship should be used to help you identify a career path in advertising, and to help you determine what skills you'll need to develop to be successful after graduation. A successful internship experience enables you to gain professional work experience that can be leveraged in future job interview situations, and to build your resume, LinkedIn profile, and e-portfolio.

### Course Objectives

An internship is an important part of career preparation. Learning outcomes for this course include:

- Identify a potential career path in advertising or strategic communication.
- Complete a structured professional development program in advertising or strategic communication.
- Assess the current and potential value of professional internship experiences.
- Evaluate your professional interests, strengths, and weaknesses relative to your professional internship experience and anticipated career path.
- Demonstrate career preparedness by developing an electronic portfolio of professional work.

### Textbook

There is no required textbook for this course.

### Canvas:

All course communication, announcements, assignments, and grades will be posted on Canvas. Please confirm that you have a valid and correct email address connected to your Canvas account. It is your responsibility to check Canvas regularly <https://elearning.ufl.edu>.

- UF Help Desk, available 24-7 - <http://helpdesk.ufl.edu>

### Credit & Internship Hours

Students may enroll in ADV 4941 for 1-3 credit hours. Credits are earned by working a set number of documented hours at your internship. See table below for a list of credits and their corresponding hours.

Credits	Hours
1	65
2	130
3*	195

Students must serve on their internships for a minimum of six consecutive weeks working a minimum of three days within each week. Students must plan their weeks around holidays (e.g., Labor Day, Thanksgiving, Spring Break, July 4th, etc.). Internships requiring students to work more than 40 hours a week will not be approved.

**\*IMMERSION CREDIT OPTION:** All students wishing to enroll in ADV4941 to fulfill the immersion experience requirement for the Persuasive Messaging track **MUST** enroll for (3) credits AND work (20) hours per week for a minimum of (8) consecutive weeks.

## My Role:

My role as instructor is to identify critical issues related to the course and to help maximize the value of your professional internship experiences. Feedback is essential for you to have confidence that you are completing all material and for me to determine that you are meeting all course requirements. At all times it is expected that you will welcome and respond professionally to assessment feedback.

## Course Requirements

- **Weekly report submissions**

During your internship, you must submit a weekly report to account for your internship activities.

- **NOTE:** Weekly reports must be turned in EVERY WEEK AND ON TIME whether you worked that week or not. If more than (3) weekly reports are submitted late, a grade reduction will be taken for this portion of the course.

Each week begins on Monday and ends on the following Sunday. Reports are due on the next Monday by 11:59 p.m.

- **NOTE:** If more than (3) weekly reports are submitted late, a full letter grade reduction for the weekly report component of this class will be taken.

Submit your weekly reports under the “Assignments” section in Canvas. A report template is available in the “Files” section on Canvas.

Students must be responsible for fully completing required information on weekly reports. Students are also responsible for keeping copies of their reports. Students must complete required hours every week. If required hours for a reporting week are not met, hours must be made up during future weeks.

- **If you do NOT work during a given week**, submit a “text entry” for your Weekly Report (assignment) on Canvas for that week. Please write one of the following (3) messages for your “text entry.”

1. Internship will begin on (fill in the date).
2. Off Week – Did not work any hours
3. Internship completed on (fill in the date).

- **Grading weekly reports**

Weekly reports will be reviewed on Canvas within one week. Reports will be graded for content based on a rubric posted on Canvas. Each weekly report is worth 20 points.

Students will receive grade deductions on their weekly report if it is not professional (e.g., sloppy, written with poor or incorrect grammar, containing misspelled words) or not complete (e.g., descriptions of daily activities are vague, not specific or too brief).

NOTE: Students will receive a full letter grade deduction for the Weekly Report section of the class if more than (3) weekly reports are submitted late.

- **Tracking hours through weekly reports**

Weekly reports will also be used to track the amount hours worked each week during the semester. A “grade” indicating the number of hours worked out of 40 maximum hours allowed will be recorded. For example, if a student works 10 hours, a “10/40” will be entered on Canvas. *These “grades” will be used to calculate total hours at the end of the term and do not represent grade percentages.*

- **E-portfolio with Reflective Writing Assignment**

Prior to the start of the internship or within the first four weeks of the term, the student and the intern coordinator will review the student's e-portfolio (e-portfolios are started in ENC 3254) and develop goals and clear expectations for what the student will add to the portfolio as a result of the internship. This portfolio entry must be submitted by 5:00 p.m. on the Wednesday before finals week.

- **Final personal internship summary report**

At the end of your internship, you are responsible for the submission of your final personal summary report. This should be a 2–3-page evaluation of the internship commenting on its value to you and its potential value to future interns. An example final report is available in the "Files" section of Canvas.

This report must be submitted no later than 5:00 p.m. on the Wednesday of final examination week. For summer semesters this is typically the last Wednesday of the term.

- **Final evaluation of your performance by your supervisor**

You are also responsible for ensuring that your supervisor completes and submits a final evaluation on your performance for the semester

Your supervisor will be emailed a link to an evaluation form near the end of the term. Please be sure that we have your supervisor's correct email address on file.

This report must be submitted no later than 5:00 p.m. on the Wednesday of final examination week. For summer semesters this is typically the last Wednesday of the term.

### **University Policy on Academic Misconduct:**

Academic honesty and integrity are fundamental values of the University community. Students should be familiar with and understand the [UF Student Honor Code Student Conduct Code](#).

### **UF Plagiarism Policy**

Plagiarism Definition - A student shall not represent as the student's own work all or any portion of the work of another.

Plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authorized by the student.
- Unauthorized use of materials or resources.
- Prohibited collaboration or consultation.
- Submission of paper or academic work purchased or obtained for an outside source.

Students should be familiar with and understand UF's Plagiarism Policy as found in the [UF Student Honor Code Student Conduct Code](#)

### **Grading & Make Up Policy:**

We will follow [UF Attendance Policies](#) as it pertains to attending class, assigned work, quizzes, and exams. Unless you notify me in advance and have a documented reason for why you cannot complete an assigned element of this class in a timely manner it will not be accepted.

Homework that is not submitted by the posted due date and time will incur a 10% grade reduction for each 24-hour period that it is late, up to five days. After five days, no late homework will be accepted.

Missing a quiz, activity, or exam without permission results in a zero. Under circumstances where the student misses a quiz, activity or exam due to unanticipated reasons, students will have 2 business days (i.e., 48 weekday hours) to inform the instructor and to negotiate a make-up opportunity. In either case, valid, verifiable documentation supporting the reason for the absence is required (doctor’s note, accident report).

**Course Grading:**

- Students will receive a letter grade for ADV4941. Grades will be calculated based on the following measures.

Weekly Reports & Total Hours (MUST SUBMIT EVERY WEEK)	40%
E-portfolio and Reflective Writing Assignments	25%
Final Summary on your Internship Experience	10%
Supervisor Evaluation	25%

- Weekly Report Grading – Weekly reports are worth 20 point each. The grading rubric for weekly reports it attached to each assignment on Canvas.

*NOTE - If more than (3) weekly reports are submitted late, a grade reduction for the weekly report component of this class will be taken.*

- Supervisor Evaluation Grading - Your supervisor will evaluate your performance at the end of the semester and “grade” you on the following scale. This grade will be entered into Canvas and account for 25% or your total grade in ADV4941. The following grade scale will be used for supervisor evaluations.
  - Excellent – “A” level work, or 95%
  - Good – “B” level work, or 85%
  - Fair – “C” level work, or 75%
  - Poor – “D” level work, or 65%
  - Unacceptable – Failing level work.

**NOTE:** Your grade may be adjusted by the instructor based on specific input included in your evaluation.

**Final Course Grading Scale:**

A	93-100%	C	73-76%
A-	90-92%	C-	70-72%
B+	87-89%	D+	67-69%
B	83-86%	D	63-66%
B-	80-82%	D-	60-62%
C+	77-79%	E	< 62%

**\*\*NOTE:** All grades are based on the whole number score that you receive. There will be no rounding of grades. For example, an 89.1, 89.5, and 89.9 are all considered an 89 and therefore a grade of B+.

**Zoom Video/Web Conferencing:**

If any Zoom meetings occur during the semester, please be aware that they may be audio visually recorded.

- Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded.
- If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image.

- Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded.
- If you are not willing to consent to have your voice recorded, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.
- As in all courses, unauthorized sharing of recorded materials is prohibited.

### **Student Recording of Lectures**

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited.

Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course.

A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section.

Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services.

A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”

### **University of Florida Campus Resources:**

Below is a list of campus resources that may be helpful over the course of the semester, or during your time at the University of Florida.

### **Health and Wellness Resources:**

- [U Matter, We Care](#) serves as the umbrella program for the caring culture at the University of Florida. If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- [Counseling and Wellness Center](#): Visit the Counseling and Wellness Center website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- [Student Health Care Center](#): Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center website.
- [University Police Department](#): Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).

- [UF Health Shands Emergency Room / Trauma Center](#): For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.
- [GatorWell Health Promotion Services](#): For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

**Academic Resources:**

- [E-learning technical support](#): Contact the UF Computing Help Desk at 352-392-4357 or helpdesk@ufl.edu.
- [Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
  - [April Hines](#) is our Advertising “subject matter specialist” at the UF Library. She is an amazing resource who can help you find what you need.
- [Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- [Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- [Student Complaints On-Campus](#): Visit the Student Honor Code and Student Conduct Code webpage for more information.
- [On-Line Students Complaints](#): View the Distance Learning Student Complaint Process.

**Course Schedule:** The course schedule lays out the broad topics that we will be covering this semester. If there is any need to adjust the schedule you will be notified in advance both in class and through Canvas.

Week	Date	Topic	Reading	Assignment
1	1/8 – 1/12	Introduction to ADV4941	Presentation/overview of class (Canvas)	
2	1/15	<b>NO CLASS – MLK DAY</b>		
	1/16 – 1/19	<b>Weekly Report DOWNLOAD TEMPLATE FROM CANVAS</b>	YouTube Videos: <i>What is it Like to Intern at an Ad Agency?</i> <i>What Makes a Great Intern?</i>	Weekly Report #1 (Covers internship hours from the previous week. 1/9-1/13)
3	1/22 – 1/26	Weekly Report Reflective Writing		Weekly Report #2 Assign. #1 – Analysis of Reflective Writing handed out
4	1/29 – 2/2	Weekly Report E-Portfolio	Reflective Writing Video (YouTube)	Weekly Report #3 <b>Assign. #1 - Analysis of Reflective Writing Due</b> Assign #2 – Review Existing E-Portfolio handed out
5	2/5 – 2/9	Weekly Report	A Short Guide to Reflective Writing	Weekly Report #4
6	2/12 – 2/16	Weekly Report		Weekly Report #5 <b>Assign #2 – Review Existing E-Portfolio due</b>

7	2/19 – 2/23	Weekly Report		Weekly Report #6 Assign. #3 – E-Portfolio Reflective Writing Topic handed out
8	2/26 – 3/1	Weekly Report		Weekly Report #7 <b>Assign. #3 – E-Portfolio Reflective Writing Topic due</b> Assign. #4 – E-Portfolio Reflective Writing Assign. handed out
9	3/4 – 3/8	Weekly Report		Weekly Report #8 Assign. #4 – Work on E-Portfolio Reflective Writing Assign.
10	3/11 – 3/15	<b>NO CLASS – SPRING BREAK</b> <b>Optional work week</b>		Weekly Report #9
11	3/18 – 3/22	<b>New Weekly Report w/ Behavioral Interview Question Added</b> <b>DOWNLOAD NEW TEMPLATE ON CANVAS</b>	Presentation/video on the value of behavioral interview questions	Weekly Report #10 Optional week Only due if you chose to work during Spring Break week.  Assign. #4 – Work on E-Portfolio Reflective Writing Assign
12	3/25 – 3/29	Weekly Report w/ Behavioral Interview Question		Weekly Report #11 <b>First week w/ new template. Behavioral interview question is due for <u>everyone in class</u>, regardless of how many hours you have completed.</b>  <b>Assign. #4 – E-Portfolio Reflective Writing due</b>
13	4/1 – 4/5	Weekly Report w/ Behavioral Interview Question		Weekly Report #12 Assign. #5 – Final E-Portfolio Reflective Writing handed out  Make sure I have the correct contact information for your supervisor
14	4/8 – 4/12	Weekly Report w/ Behavioral Interview Question (optional work week given holiday)		Weekly Report #13 Assign. #6 - Summary of Internship Experience handed out Assign. #7 – Supervisor Evaluation sent out to supervisor
15	4/15– 4/19	Weekly Report w/ Behavioral Interview Question		Weekly Report #14 <b>Assign. #5 – Final E-Portfolio Reflective Writing due</b>



16	4/22 – 4/24	Weekly Report w/ Behavioral Interview Question ( <b>last required weekly report</b> )		Weekly Report #15 Weekly Report #16  <b>Assign. #6 - Summary of Internship Experience due</b> <b>Assign. #7 – Supervisor Evaluation due</b>
	4/25 – 4/26	<b>READING DAYS</b>		
FINAL EXAM WEEK	4/29 – 5/3	<b>FINAL EXAM WEEK</b> <b>Optional work week.</b> Weekly Report w/ Behavioral Interview Question (only due if you need additional hours)		Weekly Report #17 Optional Week Only if you chose to work during Final Exam week