



## COLLEGE OF JOURNALISM AND COMMUNICATIONS

### ADV4941 – Advanced Advertising Internship Class# 16780, Section# 04B2 Spring 2025 Syllabus

#### Instructor: Dan Windels

- **Email:** [dwindels@ufl.edu](mailto:dwindels@ufl.edu)
- **Office:** Weimer 2078
- **Office Hours (in person):** Tues. 11:00am - 12:00pm, Wed. 12:00 pm – 1:00pm (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 Link (for office hours only): <https://ufl.zoom.us/j/8211738258>

#### Class Meeting Times & Location

- (1) In-person or Zoom meeting with instructor during the first two weeks of the semester (optional)
- Additional in-person or Zoom meetings available at student's request
- Online weekly assignments and check-ins (Canvas)

#### COURSE OVERVIEW

##### 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.

##### Course 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. Requires building a personal electronic portfolio (e-portfolio) that is publicly viewable. Student will identify a semester-long reflective writing project from their internship experience and post this project to their e-portfolio.

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, your LinkedIn profile, and your e-portfolio.

##### Course Objectives

- 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

### **My Role**

I will help identify important issues related to the course and help you 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.

### **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 ADV4941 for 2-3 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 the corresponding minimum number of hours needed to earn those credits.

Credits	Hours
2	130
3	195

Students must serve on their internships for a minimum of (8) 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.

We encourage students to work at least 20 hours per week, if possible. This structure typically leads to more involvement, ownership, and professional feedback on day-to-day projects during your internship. These additional responsibilities and knowledge are an important part of an immersive learning experience.

### **In-person vs Remote Internship Experience**

The increased reliance on remote work after COVID-19 has altered the way many companies are structuring their internship programs. Due to these changes we continue to allow both remote and in-person internships. While we strongly believe the benefits of an in-person internship make this the preferred option for gaining valuable professional experience, we understand this type of internship is not always possible.

### **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](#).

## **COURSE REQUIREMENTS**

### **Weekly report submissions**

During your internship, you must submit a weekly report to account for your internship activities and hours. Each week begins on Monday and ends on Friday. Reports are typically due by 11:59 pm on the Monday

following previous week. Submit your weekly reports under the “Assignments” section in Canvas. A weekly report template is available within every assignment.

Students are 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.

Weekly reports must be turned in ON TIME, EVERY WEEK THIS SEMESTER even if you did not work. If more than (3) weekly reports are submitted late, a grade reduction will be taken for this portion of the course.

### **If you do NOT work during a given week**

Submit a “text entry” for your Weekly Report (assignment) on Canvas for that week. Write one of the following (3) messages for your “text entry.” This helps us keep track of your internship status throughout the semester.

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).

### **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.*

### **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).

Students will receive a full letter grade deduction for this portion of the class if more than (3) weekly reports are submitted late.

### **E-portfolio**

ADV4941 requires the development and/or updating of a personal e-portfolio that is publicly viewable. Students are free to use an online e-portfolio platform of their choosing. Many students use the e-portfolio created as part of their ENC3052 or ENC3054 writing course. This e-portfolio will be used to add the ADV4941 reflective writing project for the semester.

### **Reflective writing project**

ADV4941 requires the development of a semester-long reflective writing assignment based on a topic relevant to your current internship experience. This reflective writing must be posted to the student’s e-portfolio. There will be a series of assignments that help students identify a relevant topic for this assignment and how to approach reflective writing.

### **Personal evaluation of your internship experience (end of semester)**

At the end of your internship, you are responsible for the submission of your final personal summary report. This should be a 1–2-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.

**Supervisor evaluation of your internship performance (end of semester)**

Your supervisor will be emailed a link to an evaluation form near the end of the term. We will use the supervisor’s name and email you provided on your ADV4940 application. If your supervisor has changed, please make sure that we have your supervisor’s correct email address on file.

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

**COURSE GRADING**

**Letter grade**

The final grade in this class will be calculated on a letter grade scale (A, A-, B+, B, B-, C+, C, C-, etc.). Student development and mastery of skills will be assessed based on the following items

- Weekly reports with total hours (must submit every week) 40%
- E-portfolio with reflective writing project 25%
- Personal evaluation of your internship experience 10%
- Supervisor evaluation of your internship performance 25%

**Supervisor evaluation grading**

The following grade scale will be used for supervisor evaluations. This grade will be entered into Canvas and account for 25% of your total grade. Your grade may be adjusted by the instructor based on specific input included in your evaluation.

- 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.

There will be a 10% deduction per 24 hours for all supervisor evaluations submitted after the deadline on Canvas. After 5 days late, supervisor evaluations will not be accepted.

**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%

### **Grading and 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).

An "Incomplete" grade will be assigned when a student is unable to complete the internship due to circumstances beyond the student's control.

### **UNIVERSITY POLICIES**

#### **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](#)

#### **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 recording and 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 352-294-CARE (2273), 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.
- [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.

**Student Evaluations - GatorEvals**

As an instructor, I appreciate hearing your feedback on this course. Feedback is encouraged and can be provided online through evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester. Look for an email during this time period from GatorEvals or for the GatorEvals link under our Canvas course menu. Results of all course assessments are available to students at <https://evaluations.ufl.edu/results>

SEE NEXT PAGE FOR COURSE SCHEDULE

## **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	1/13 – 1/17	Introduction to ADV4941 Weekly Report #1. <b>Download Template (Canvas)</b>	Presentation/overview of class (Canvas)	Orientation Quiz Begin Weekly Report #1
2	1/20 – 1/24	<b>NO CLASS – MLK DAY</b>	YouTube Videos: What is it Like to Intern at an Ad Agency? What Makes a Great Intern?	Weekly Report #1 due
		Weekly Report #2. <b>Download Template (Canvas)</b>		
3	1/27 – 1/31	Weekly Report Reflective Writing		Weekly Report #2 due Assign. #1 – Analysis of Reflective Writing handed out
4	2/3 – 2/7	Weekly Report E-Portfolio	Reflective Writing (YouTube)	Weekly Report #3 due <b>Assign. #1 - Analysis of Reflective Writing Due</b> Assign #2 – Review Existing E-Portfolio handed out
5	2/10 – 2/14	Weekly Report	A Short Guide to Reflective Writing	Weekly Report #4 due
6	2/17 – 2/21	Weekly Report		Weekly Report #5 due
7	2/24 – 2/28	Weekly Report		Weekly Report #6 due <b>Assign #2 – Review Existing E-Portfolio due</b> Assign. #3 – E-Portfolio Reflective Writing Topic handed out
8	3/3 – 3/7	Weekly Report		Weekly Report #7 due <b>Assign. #3 – E-Portfolio Reflective Writing Topic due</b> Assign. #4 – E-Portfolio Reflective Writing Assign. handed out
9	3/10 – 3/14	Weekly Report		Weekly Report #8 due Assign. #4 – Work on E-Portfolio Reflective Writing Assign.



10	3/17 – 3/24	<b>NO CLASS – SPRING BREAK</b>  <b>Week #10 is an optional week</b> Weekly Report is only due if you choose to work		Weekly Report #9 is not due until <u>AFTER</u> Spring Break
11	3/24 – 3/28	New Weekly Report Template w/ Behavioral Interview Question <b>Download new template, answer (1) behavioral interview question each week.</b>	Read PDF and watch video on the importance of behavioral interview questions during the job interview process (CANVAS)	Weekly Report #9 due Mon.  Weekly Report #10 due. Tues. (if you did not work during Spring Break there is nothing due for Week #10)  Assign. #4 – Work on E-Portfolio Reflective Writing Assign
12	3/31 – 4/4	Weekly Report w/ Behavioral Interview Question		Weekly Report #11 due <b>Assign. #4 – E-Portfolio Reflective Writing due</b>  <b>Make sure I have the correct contact information for your supervisor</b>
13	4/7 – 4/11	Weekly Report w/ Behavioral Interview Question		Weekly Report #12 due Assign. #5 – Final E-Portfolio Reflective Writing handed out <b>Make sure I have the correct contact information for your supervisor</b>
14	4/14 – 4/18	Weekly Report w/ Behavioral Interview Question (optional work week given holiday)		Weekly Report #13  Supervisor evaluation emailed to supervisor on record <b>Make sure I have the correct contact information for your supervisor</b>
15	4/21 – 4/23	Weekly Report w/ Behavioral Interview Question (last required weekly report). <b>Last required weekly report</b>		Weekly Report #14 due <b>Assign. #5 – Final E-Portfolio Reflective Writing due</b> <b>Assign. #6 – Personal eval due</b> <b>Assign. #7 – Supervisor eval due</b>
	4/24 – 4/25	<b>NO CLASS - UF READING DAYS</b>		
16 FINAL EXAM WEEK	4/28 – 4/30 (short week)	<b>Optional work week if you need additional hours</b> Weekly Report w/ Behavioral Interview Question  <b>Week #16 is an optional week</b> Weekly Report is only due if you choose to work		Weekly Report #15 due  Weekly Report #16 (optional) – due Wednesday (estimate hours worked on Thursday and Friday)