**PR 493: PR Internship**

**ONLINE via D2L *with* a*ssignments due on Mondays weekly***

**Course D2L:**

**Instructor Contact:**

Amanda Vasas (she/her/hers)

Course Instructor/Professor of Practice

[PR Field Experience Program](https://comartsci.msu.edu/academics/academic-departments/advertising-public-relations/undergraduate/public-relations-field) Director

Office: 367 Communication Arts and Sciences Building

Email: [avasas@msu.edu](mailto:avasas@msu.edu)

Phone: 517-432-8377

**Office Hours:**

ZOOM (on Eastern Standard Time) and in-office meetings are available by appointment (email [avasas@msu.edu](mailto:avasas@msu.edu) to schedule). Please allow 24 hours for instructor to reply to emails.

**Course Description**

Students may earn 1-15 hours of academic credit in PR 493 by completing the academic requirements of the professional internship program. University academic standards require that students complete an academic component of an internship to receive academic credit and do not permit credit to be granted solely for the completion of the employment component of the internship.

**Course Modality**

PR 493: PR Internship is offered in fall, spring and summer semesters annually and allow students to receive academic credit for internship hours worked. Students must be approved to enroll in variable 1 to 15 credit hours.Please note, our course may be impacted at any time given changes in public health guidance or changes in University operations.

**Statement of Purpose and Philosophy**

An internship can enhance the value of a student's education through the practical application of knowledge and skills under the supervision of a public relations practitioner. The educational value of an internship depends most on the student's exposure to the practice of public relations. The majority of work performed by interns must be professional in nature.

The willingness of an on-the-job supervisor to guide and critique the student's work, as well as the ability of the student to incorporate relevant course material, increases the value of an internship. The Department of Advertising + Public Relations will make every effort to approve only those internships that are likely to provide the climate, opportunity and supervision needed to ensure a quality internship experience.

**Learning Objectives**

1. Apply boundary crossing competencies and effectively collaborate in works teams as a both a leader and a follower
2. Apply knowledge and skills in professional settings
3. Apply knowledge to solve real-world problems
4. Demonstrate effective interpersonal communication while establishing working relationships.
5. Engage in creative/innovative design processes
6. Make informed, ethical decisions
7. Practice critical thinking and inquiry
8. Respond empathetically
9. Use context appropriate leadership strategies
10. Use inclusive practices to inform actions
11. Work effectively in a diverse environment

**Assignment Submission:**

PR 493 is a deadline-driven course. Deadlines for all assignments are firm.

* Assignments should be submitted in a file format that is compatible with **Microsoft Word**. Such files end in .doc or .docx.
  + Office Pro Plus downloads are available to all active MSU students, faculty, researchers, and staff through Spartan 365. Office Pro Plus includes Word, Excel, PowerPoint, Outlook, and OneNote. Each student can download Office Pro Plus on up to five computers (Windows or Apple iOS), five tablets (Windows, Apple iOS, and/or Android), and five smartphones. Visit <https://tech.msu.edu/technology/hardware-software/microsoft-licenses/> to download.
* ***If you miss a deadline, contact the instructor immediately.***

**Open Communication is Key: Email Requirement**

## This course relies on the MSU and D2L email systems for communication with you. As such, you are required to have continuous, reliable, and uninterrupted access to the MSU and D2L email systems for the entire duration of the semester. You are also required to regularly monitor these email accounts for announcements, news and information related to the class. This also is a fundamental requirement for your success.

Please email instructor at [avasas@msu.edu](mailto:avasas@msu.edu) instead of through the D2L email system (this ensures fastest and reliable delivery/receipt). Please allow 24 hours for instructor to reply to emails.

## Online via D2L

PR 493 Sec. 730 content is located on D2L at LINK. This class will rely on D2L to deliver announcements, assignments and supporting material.

If you need technical assistance at any time during the course or to report a problem, you can:

* Call the MSU IT Service Desk: Local: **517-432-6200 or** Toll Free: **844-678-6200** *(North America and Hawaii)*
* Complete an MSU Desire2Learn Contact Us Form online at: <https://contact.cl.msu.edu/contact.php?service=DLSD2L>
* Visit the D2L Help Site at <https://help.d2l.msu.edu/>

**Technology Requirements:**

## Because key course components are conducted online via D2L, you must:

* Have continuous, reliable and uninterrupted access to the internet for the entire duration of the semester.
* In the United States, hotspots are available for a low price and often carry one month of free internet connection. Some assistance might be available through the Office of Financial Aid or Student Services because connectivity is a requirement for the course.
* A map of free hotspots in Michigan is available here: <http://cngis.maps.arcgis.com/apps/webappviewer/index.html?id=0d69accbb5ff422a82eccc2c9101b69d>

**Additional Data and Privacy Policies**

* Institutional Data Policy  <https://tech.msu.edu/about/guidelines-policies/msu-institutional-data-policy/>
* Student Privacy Guidelines and Notification of Rights under FERPA  <https://reg.msu.edu/ROInfo/Notices/PrivacyGuidelines.aspx>

**Accommodation for Students with Disabilities**

Students with documented disabilities are entitled to academic and classroom-based adjustments and accommodations. Students who require such accommodation must notify the instructor and provide appropriate MSU documentation before the first quiz or assignment (whichever comes first) is due.

**Religious Observances**

Students must notify the instructor within the second week of class of the specific days or dates on which s/he requests relief for religious reasons.

**Grief Absences**

If you experience or a member of your immediate family experiences a major medical event or emergency that prevents you from completing classwork, you must complete a Grief Absence Request available at [www.reg.msu.edu](http://www.reg.msu.edu).

**Essential Needs Resources**

If you are a student seeking urgent assistance to meet an essential need such as food, housing, physical or mental health care, or hygiene products, visit this [essential needs resource guide](https://urldefense.com/v3/__https:/msu.us20.list-manage.com/track/click?u=5ae0f13b3a4fd57a3f82bd005&id=8a063921c5&e=151358c709__;!!HXCxUKc!0DNslolv4lVd6G_2My-x9sXz2k6eHHkRPdG5t_n3HrmVJUSCbrBkrxjsXYPtY9ivVpJXKGjq$). Here are other resources you might find helpful.

1. [MSU Food Bank](https://urldefense.com/v3/__https:/msu.us20.list-manage.com/track/click?u=5ae0f13b3a4fd57a3f82bd005&id=4bdb2e3245&e=151358c709__;!!HXCxUKc!0DNslolv4lVd6G_2My-x9sXz2k6eHHkRPdG5t_n3HrmVJUSCbrBkrxjsXYPtY9ivVuYtxxZW$)
2. [Student Parent Resource Center](https://urldefense.com/v3/__https:/msu.us20.list-manage.com/track/click?u=5ae0f13b3a4fd57a3f82bd005&id=5c42b9f864&e=151358c709__;!!HXCxUKc!0DNslolv4lVd6G_2My-x9sXz2k6eHHkRPdG5t_n3HrmVJUSCbrBkrxjsXYPtY9ivVtEVgPOq$)
3. [MSU Counseling and Psychiatric Services](https://urldefense.com/v3/__https:/msu.us20.list-manage.com/track/click?u=5ae0f13b3a4fd57a3f82bd005&id=71c8ca0140&e=151358c709__;!!HXCxUKc!0DNslolv4lVd6G_2My-x9sXz2k6eHHkRPdG5t_n3HrmVJUSCbrBkrxjsXYPtY9ivVoHtEfO-$)
4. [MSU Olin Health Center](https://urldefense.com/v3/__https:/msu.us20.list-manage.com/track/click?u=5ae0f13b3a4fd57a3f82bd005&id=04f8f7514a&e=151358c709__;!!HXCxUKc!0DNslolv4lVd6G_2My-x9sXz2k6eHHkRPdG5t_n3HrmVJUSCbrBkrxjsXYPtY9ivVlpGo_NB$)
5. [Student Advocates for Essential Needs Security](https://urldefense.com/v3/__https:/msu.us20.list-manage.com/track/click?u=5ae0f13b3a4fd57a3f82bd005&id=acb5c0cb35&e=151358c709__;!!HXCxUKc!0DNslolv4lVd6G_2My-x9sXz2k6eHHkRPdG5t_n3HrmVJUSCbrBkrxjsXYPtY9ivVlHgu7tb$)

**Diversity, Equity and Inclusion**

This class is a safe space to learn and grow – as students and as people. I am committed to equity and inclusion for all students. Your suggestions about how to improve the value of diversity, equity and inclusion in this course are encouraged and appreciated.

**Make-up Work**

Diagram

Description automatically generatedIn general, deadline extensions and makeup assignments will not be allowed. Exceptions will be made for certain qualifying circumstances.

The instructor will decide whether or not to allow an extension or make-up assignment. **Appropriate documentation may be required to justify make-up work or deadline extensions.**

Please visit <https://msu.edu/together-we-will/covid19-guidance/?utm_source=community-letter&utm_medium=email&utm_campaign=faculty-staff> regularly for up-to-date university guidance, requirements and information. Please refer to the graphic at right for expectations on what to do 1) if you have symptoms of COVID-19, 2) if you have a positive COVID-19 test result and 3) if you were exposed to COVID-19 at any time this semester.

**Academic Honesty**  
Article 2.III.B.2 of the [Student Rights and Responsibilites (SRR)](http://splife.studentlife.msu.edu/academic-freedom-for-students-at-michigan-state-university) states that "The student shares with the faculty the responsibility for maintaining the integrity of scholarship, grades, and professional standards." In addition, the Department of Advertising + Public Relations adheres to the policies on academic honesty as specified in General Student Regulations 1.0, Protection of Scholarship and Grades; the all-University Policy on Integrity of Scholarship and Grades; and Ordinance 17.00, Examinations. (See [Spartan Life: Student Handbook and Resource Guide](http://splife.studentlife.msu.edu/) and/or the MSU website: [www.msu.edu](http://www.msu.edu).)

Therefore, unless authorized by your instructor, you are expected to complete all course assignments, including homework, lab work, quizzes, tests and exams, without assistance from any source. You are expected to develop original work for this course; therefore, you may not submit course work you completed for another course to satisfy the requirements for this course. Also, you are not authorized to use the www.allmsu.com website to complete any course work in this course. Students who violate MSU academic integrity rules may receive a penalty grade, including a failing grade on the assignment or in the course. Contact your instructor if you are unsure about the appropriateness of your course work. (See also the [Academic Integrity](https://msu.edu/unit/ombud/academic-integrity/index.html) webpage.)

**Spartan Honor Code**  
In Fall 2016, ASMSU introduced the Spartan Honor Code: an expressed statement about Spartan Nation’s “… commitment to integrity and personal best, starting with their academics.” You are encouraged to commit to upholding the code, and to visit **honorcode.msu.edu** and take the pledge.

This commitment is codified by ASMSU as follows:

As a Spartan, I will strive to uphold values of the **highest ethical standard**. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that **honor is worth more than grades**. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do.

**Instructor Feedback**

MSU takes the opinion of students seriously and has implemented the Student Perceptions of Learning Survey to gather student feedback. You can access the survey in our final five days of the semester through an email with link, via a pop-up reminder within D2L, or by visiting <https://msu.bluera.com/msu/>. I appreciate you taking the time to provide feedback on our course, and my instruction and impact this semester.

**Requirements**

University academic standards require that students complete an academic component of an internship to receive academic credit and do not permit credit to be granted solely for the completion of the employment component of the internship. To pass with academic credit for the internship, a student must complete all assignments required as detailed below:

* Weekly Progress Reports – submitted via D2L to assignment folders.
* [Midterm Self Evaluation Survey](https://msu.co1.qualtrics.com/jfe/form/SV_6EG3jW34QwGvlRQ) – via Qualtrics (<https://msu.co1.qualtrics.com/jfe/form/SV_6EG3jW34QwGvlRQ>).
* [Supervisor Evaluation Survey](https://msu.co1.qualtrics.com/jfe/form/SV_0krJkweOpzK6GIC) – via Qualtrics (<https://msu.co1.qualtrics.com/jfe/form/SV_0krJkweOpzK6GIC>).
* Student End-of-Semester Reflection Essay – submitted to D2L assignment folder.
* Updated Resume (including internship experience) – submitted to D2L assignment folder.
* Thank-you email sent “To” your employer and “BCCed” to Amanda Vasas at [avasas@msu.edu](mailto:avasas@msu.edu).

**Evaluation**

Students will receive a “Pass,” “Fail,” or “Incomplete” for PR 493. Students will receive a grade of "Pass" if the above requirements are met and are judged to be acceptable by the instructor.

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| **SYLLABUS CALENDAR**  ***Subject to change.*** | | | | | |
| **DATE** |  |  |  | **PROJECTS DUE**  *(Due on listed date/times)* |
| ***WEEK 1***:  1/8 |  |  |  | ***Nothing Due.*** *Enrollment window open.* |
| **WEEK 2***:*  *1/15* | ***UNIVERSITY HOLIDAY, 1/15*** |  |  | ***Nothing Due.*** *Enrollment window open.* |
| **WEEK 3***:*  *1/22* |  |  |  | ***Nothing Due.*** *Enrollment window open.* |
| **WEEK 4***:*  *1/29* |  |  |  | ***Nothing Due.*** *Enrollment finalized.* |
| **WEEK 5***:*  *2/5* |  |  |  | **Weekly Progress Report due to D2L by 6 p.m. EST.**  ***Schedule Student/Instructor ZOOM meetings.*** |
| **WEEK 6**:  *2/12* |  |  |  | **Weekly Progress Report due to D2L by 6 p.m. EST.** |
| ***WEEK 7:***  *2/19* |  |  |  | **Weekly Progress Report due to D2L by 6 p.m. EST.** |
| **WEEK 8***:*  *2/26* | ***SPRING BREAK!*** |  |  | *Nothing due this week****.*** |
| **WEEK 9***:*  3/4 | ***Middle of the Semester*** |  |  | ***Midterm Self-Evaluation (via Qualtrics link) due by 6 p.m. EST.*** |
| **WEEK 10**:  3/11 |  |  |  | **Weekly Progress Report due to D2L by 6 p.m. EST.** |
| **WEEK 11***:*  3/18 |  |  |  | **Weekly Progress Report due to D2L by 6 p.m. EST.** |
| **WEEK 12**:  3/25 |  |  |  | **Weekly Progress Report due to D2L by 6 p.m. EST.** |
| **WEEK 13***:*  4/1 |  |  |  | **FINAL Weekly Progress Report due to D2L by 6 p.m. EST.** |
| ***WEEK 14:***  4/8 |  |  |  | **Updated Resume (including internship experience) to D2L by 6 p.m. EST.**  **Reflection Essay due to D2L by 6 p.m. EST.**  **Thank-you Email To Supervisor BCCed to Amanda Vasas at** [**avasas@msu.edu**](mailto:avasas@msu.edu) **by 6 p.m. EST.**  ***Supervisor Evaluation Survey (via Qualtrics link) due by 6 p.m. EST.*** |
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| ***FINAL WEEK OF CLASSES:***  ***4/15*** | ***Nothing Due.*** |  |  |  |
| ***FINALS WEEK: 4/22*** | ***Nothing Due.*** |  |  |  |