



COUGARS

Syllabus for ACS 491-001

Internship in Applied Communication Studies

Individualized Learning

Department of Applied Communication Studies

Fall 2024

About the Instructor

Dr. Sorin Nastasia

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Welcome

As your instructor, I will do my part to guide you effectively through the processes involved in the internship experience. As a student, I expect you to collaborate appropriately with me and your internship organizations to ensure that you increase your skills and prepare for the profession.

Bio

Hello everyone! To learn about my qualifications and approach, you can read my professional bio below:



I am an Associate Professor in the Department of Applied Communication Studies and the Director of the International Studies Program at Southern Illinois University Edwardsville. I earned a Ph.D. in Communication and Public Discourse from the University of North Dakota in 2010. I am originally from Romania in Eastern Europe, where I earned a B.A. in Languages and Literatures and M.A.s in American Cultural Studies, International Relations, and Public Relations, and I worked as an international relations counselor for the Ministry of Culture and a public relations counselor for the Ministry of Education. At SIUE, I teach undergraduate and graduate courses related to public relations, persuasion, visual communication, and intercultural communication. My research interests include international public relations, crisis communication, nonprofit public relations, and public portrayals of underprivileged groups. I currently serve as the Internship Director for the Department of Applied Communication Studies.

Teaching Philosophy

Throughout my administrative and academic career, I have been involved in situations requiring critical thinking as well as creative approaches, and taking initiative as well as working collaboratively. These are principles I am trying to pass on to my students. I encourage my students to use their energies for identifying effective and fair solutions to the problems of today's world, and for contributing to the production and promotion of civic dialogues between and among people from different walks of life and diverse parts of the globe.

Communicating with the Instructor

The prevalent ways in which I will communicate with you are via the SIUE email. I will be happy to schedule Zoom meetings with you to provide any advice related to your internship.

About ACS 491

Catalog Description

Study, observation, and professional experience with business and organizations in the various areas of communication, under joint supervision of the organizational representative and the Director of Internships of the Department of Applied Communications Studies. May be repeated for up to 9 credit hours, 3 of which can count toward a degree in Applied Communication Studies. Not for graduate credit.

Course Description

Applied Communication Studies majors may complete internships to earn both academic credit and valuable professional experience. Internships can provide a great opportunity to apply communication theories and skills as well as to gain practical experience under the guidance of an organizational practitioner. Interns may work in virtually any area of communication under the supervision of individuals from a variety of local, regional, and national organizations.

Undergraduate students can take internships for variable credit (1 to 6 credit hours). Students must perform 40 to 60 hours of work to earn each credit hour. Therefore, for a 3 credit internship, students will generally work 120 to 150 hours over the course of a semester, or about 10 hours per week in a 15 week semester.

Prerequisite Knowledge

You will be applying in the internship experience concepts that you encounter in undergraduate level coursework in public relations and applied communication studies.

Course Objectives

By the end of this semester, students will be able to:

- apply communication principles and best practices to organizational settings
- demonstrate recognition and proficient use of communication fundamentals related to research methods, strategic planning, media use, and outcome measurement, as needed and requested by internship providers
- employ effectively content development and editing as well as visual communication and graphic design, as needed and requested by internship providers
- use time management, problem solving, critical thinking, professionalism, and creativity in the work with the internship provider

Course Materials

All required materials for the internship are decided by the intern in collaboration with the representative of the internship organization.

Technology Privacy Information

Your communication with the Director of Internships will take place primarily via email.

Review how your data may be used and stored in online educational environments by clicking on the link below from the Privacy Technical Assistance Center:

[Protecting Student Privacy While Using Online Educational Services: Requirements and Best Practices](#)

Course Requirements and Policies

For undergraduate students, the Internship Application Process consists of four consecutive steps:

- locating and securing an appropriate internship
- completing the ACS Internship application
- receiving approval from the Director of Internships of the Department of Applied Communications Studies for internship credit
- registering for ACS 491.001 by picking up a signed add/drop form from the Director of Internships and adding the course before semester deadlines.

Upon securing an internship, students must complete an agreement with the Department of Applied Communication Studies, providing details about the activities to be pursued and the on-site internship supervisor.

At the end of the internship experience, students must complete and turn in to the Director of Internships a Summary Evaluation of Internship Experience and they must also ensure that their internship supervisor completes and turns in to the Director of Internships a Final Intern Evaluation.

The internship agreement and the evaluation document are available to students on the website of the Department of Applied Communication Studies.

Submitting Work

In ACS 491, all required documents (application, agreement, evaluations) must be submitted via email to the Director of Internships by the deadline for full credit.

When submitting an assignment, it is the duty of the individual student or the team to review what has been submitted by reading the message and making sure any attachments can be opened.

Academic Integrity/Plagiarism

Cheating is any action that violates college norms or an instructor's guidelines for the preparation and submission of assignments. Plagiarism involves using ideas, words, or graphics of others without identifying the source of those materials.

Proper documentation requires citation in the paper or the speech as well as in a bibliography or list of references including any texts and visuals, both from traditional sources and online sources, which you have consulted. Having other people do your assignments also constitutes cheating.

Cheating and plagiarism are serious academic and professional offenses. In conformity with the University Rules of Student Conduct, any form of plagiarism or cheating will not be tolerated and may lead to failure on an assignment, in the class, or dismissal from the university, per the [SIUE academic dishonesty policy](#). Students are responsible for complying with university policies about academic honesty as stated in the [University's Student Academic Conduct Code](#).

Students are reminded that the expectations and academic standards outlined in the [Student Academic Code \(3C2\)](#) apply to all courses, field experiences and educational experiences at the university, regardless of modality or location.

The Use of Artificial Intelligence

Unless expressly allowed by the instructor and internship supervisor, the use of artificial intelligence (AI) tools and applications (including ChatGPT, DALL-E, and others) to produce content is a violation of SIUE's academic policy and is prohibited.

Grading Scale

A (90-100%) indicates superior work

B (80-89%) indicates good work

C (70-79%) indicates satisfactory work

D (60-69%) indicates passing but marginal work

F (59% and under) indicates unsatisfactory work and results in failing the course

Feedback and Grading Timeline

Feedback will be provided to each student enrolled in the internship course within one week of the due date. Feedback will be provided via email and grades will be posted through CougarNet.

Class Behavior

- You can expect from me and your on-site internship supervisor enthusiasm and competence as well as an open and conversational approach. I expect you to participate in all internship activities, as directed by the on-site internship supervisor, and to report information about processes, issues, and achievements.
- **Communicate** effectively.
 - Communicate as if your comments are printed in a newspaper with your instructor and supervisor.
 - Do not provide emotional responses if any crisis situation occurs.
- **Be constructive.** Challenge ideas, but do so in positive ways. It's fine to disagree, but when done politely you stimulate helpful discussion and you maintain positive relationships with organizational staff.

Technology Requirements

PC or Apple Computer

1.2 GHz or greater, 1 GB RAM or greater

Intel Pentium, Celeron, or Centrino

Windows 8 or 10

Microsoft Office Suite, including Word, Excel, and PowerPoint (or their Google Workspace equivalents)

Media player such as QuickTime or Windows Media Player

[Java plugin](#) (free)

Internet browsers ([Apple Safari](#), [Google Chrome](#), [Mozilla Firefox](#)). Review [Blackboard's Browser Checker page](#) to see if your browser and operating system are compatible with Blackboard.

DSL or Cable Internet connection or a connection speed no less than 6 Mbps.

Additional details on technological requirements for students can be found in this [ITS Knowledge Base article](#).

Technology Capabilities and Writing Proficiency

Internship activities cannot be completed without regular access to an electronic device with reliable Internet access as well as to your SIUE email account.

Students enrolled in the internship course should be able to:

- Use a word processor, such as MS Word, to compose assignments and communicate with others in the class
- Attach files to emails or course areas
- Navigate websites and course materials
- Reach out to tech support staff when issues arise and troubleshoot to resolve problems

Additional guidance can be found on the [Online at SIUE site](#).

Technical Support

Contact ITS at [618-650-5500](tel:618-650-5500) or at help@siue.edu with any technical concerns. You can also check the functionality of University systems, including Blackboard, at the [ITS System Status page](#), or search the [ITS KnowledgeBase](#) for various how-to and troubleshooting guides.

University Policies and Information

University policies and guidance that address teaching, learning, and student support services are available at:

<https://kb.siue.edu/132378> Students are encouraged to visit this resource site for current information on:

- Regular and Substantive Interaction
- Recordings of Class Content
- Diversity and Inclusion
- Pregnancy and Newly Parenting Policy
- Services for Students Needing Accommodations (ACCESS)
- Academic and Other Student Services (Library, Academic Success, Tutoring, etc.)
- Cougar Care
- Student Success Coaches

COURSE SCHEDULE

Subject to Change Notice

All material, assignments, and deadlines are subject to change with prior notice. It is your responsibility to stay in touch with your on-site internship supervisor and instructor and communicate regularly and appropriately, to adjust as needed if assignments or due dates change.

DATE	LEARNING ACTIVITIES	ASSIGNMENTS & DUE DATES All due at 11:59 pm CST unless noted otherwise
Week 1 (August 21-27)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Sunday, August 27, 11:59 p.m. CST Internship Agreement
Week 2 (August 28 - September 3)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 3 (September 4-10)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 4 (September 11-17)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 5 (September 18-24)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 6 (September 25 - October 1)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 7 (October 2-8)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 8 (October 9-15)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement

Week 9 (October 16-22)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 10 (October 23-29)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 11 (October 30 - November 5)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 12 (November 6-12)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 13 (November 13-19)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
NOVEMBER 20 -26	THANKSGIVING BREAK	CLASS NOT IN SESSION
Week 14 (November 27 - December 3)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 15 (December 4-10)	Pursuing work in organizational settings according to credit hours number and with guidance from on-site supervisor Maintaining professionalism in all engagements	Deliverables as agreed with on-site supervisor and listed in the Internship Agreement
Week 16 (December 11-17)	Final Review of Internship Activities	Friday, December 15, 11:59 p.m. CST Summary Evaluation of Internship Final Intern Evaluation