COURSE SPECIFICATION DOCUMENT

Academic School / Department: CASS

Programme: MA in Public Relations and Journalism

***FHEQ* Level:** 7

Course Title: Internship

Course Code: PRJ 7902

Course Leader: Simon Goldsworthy

Student Engagement Hours: 200
Seminar / Tutorials: 5
Independent / Guided Learning: 195

Semester: Summer

Credits: 20 UK CATS credits
10 ECTS credits
4 US credits

Course Description:
A 3-5/days a week work placement of approximately three months (depending on the requirements of the organization in question; a minimum of 9 weeks) within an
organization to enable students to participate in graduate level experiential learning and so develop hands-on skills and professional experience which will prepare them for work in the fields of public relations and/or journalism. Placements are supervised, career-related work experiences combined with reflective, academic study that help students 'learn by doing'. During the internship, the staff of the Internship Office and the MA internship faculty supervisor work closely with each student and the organisation to ensure that the placement is a successful one.

Prerequisites:
MA Public Relations and Journalism students only

Aims and Objectives:
- To provide students with an opportunity to participate in graduate-level experiential learning
- To develop the hands-on skills needed for a particular professional environment
- To prepare students for work in the field of public relations and/or journalism
- To reflect upon work experience and possible future career paths

- To consider the application of learned academic knowledge within a professional context
- To develop students' professional communication skills, including written and oral communication

Programme Outcomes:

By the end of this course successful students will be able to C, F, G:

C. Demonstrate a deep, systematic and innovative ability to adapt and apply the practice of PR and/or Journalism to multiple contexts.

F. Evidence the ability to exercise initiative in organising, pursuing and reflecting upon both supervised and self-directed individual and/or team projects, while accepting full accountability for outcomes.

G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication.

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found at: https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:

By the end of this course, successful students should be able to:

- deploy the skills and experience required to work in the field of public relations and/or journalism

Indicative Content:

- Critical reflection on the internship experience
- The range of career pathways possible within the field of
- Public relations and/or journalism
- Hands-on skills within a specific sector of the field of public relations and/or journalism
- Writing within a professional context
- Verbal communication and presentation skills within a professional context
- How to approach the search for an internship

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/policies/

Journal

Every student is required to keep a critically reflective journal. It should be used to record and examine reflections on activities, events, working styles and relationships in the workplace. Issues of management, communication and the student's role in the workplace

are all to be discussed. The examination of this experience serves as a tool for deeper learning, as well as a record for later recollection and use. Interns are expected to 'take ownership' of their journals and adapt the questions to individual settings and experience. Sustained professional and personal comments, analysis and ideas are expected to be noted in this journal.

Internship Reflection: Oral Presentation
Drawing upon their internship experience and the information they have gained from working alongside work colleagues, students are asked to assess their own academic and professional path. Students are expected to prepare a professional presentation showing understanding of their host organizations and ability of critical analysis of the intern's place within the organization. The presentation should demonstrate excellent public speaking skills and use of audio visual material, together with supporting documentation.
-------------------------**OR**---------------------------------
Work Colleague Profile and Reflection Piece
(for students undertaking the internship outside of the UK)
The student will interview a work colleague, ideally a mentor, and use this interview to assess their own academic and professional path. Interns are expected to conduct a professional, but natural, interview, showing ability of critical analysis of the interviewee's place within the organization. Then they will use this to reflect upon their own career decisions and supply appropriate supporting documentation.

Teaching Methodology:
'Experiential Learning involves direct encounter with the phenomena or discipline being studied and the learning is achieved through reflection upon the everyday experiences' (Houle 1980). The Internship program utilizes these ideas and assists student with the process of self-learning support by a faculty supervisor. Faculty supervision will be in a combination of briefings, tutorials, correspondence through email, and assessment of written work.

Indicative Text(s):
Cottrell, S. (2003). Skills for Success. (London: Palgrave).
Morris, T. and Goldsworthy, S. PR Today: The Authoritative Guide to Public Relations, (Palgrave, 2012), pp 317-325.
Steffes, J. S. (2004). 'Creative Powerful Learning Environments beyond the Classroom', in Change 34(3), pp 46-51.

Journals

Web Sites

Form last updated Sept 2018
Richmond, the American International University in London
Insert MONTH AND YEAR presented to AB

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See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services