

COM4603: PROFESSIONAL COMMUNICATION INTERNSHIP

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Professional Communication Internship

Subject Code

COM - Media and Communication

Course Number

4603

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Other Languages

Other Languages for Medium of Instruction

The on-campus medium of instruction is English. The medium of instruction in the workplace will depend on the specific requirement by the host organizations

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with opportunities to put their knowledge and skills into practice and to gain on-the-job experience in an internship. Students will have hands-on experiences in the news, advertising, and/or public relations production process. They will develop knowledge in the media and communication industry and gain practical understanding of the operations of the organization that they serve. The course aims are:

- a. Learn about the functions of the media and professional communication in real world private and public organizations with which students are affiliated
- b. Develop and define more clearly students' career goals
- c. Assist in establishing future career networks
- d. Develop a professional understanding and an awareness of professional and ethical conduct through hands-on experience
- e. Improve analytical, research, and professional communication skills

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Apply their knowledge and skills in a work setting		x	x	
2	Undertake tasks by own initiatives that contribute to the operation of the organization			x	x
3	Communicate effectively in both oral and written forms		x	x	x
4	Present themselves effectively in applications to future employment by acquiring work experiences		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Pre-internship workshops	Students will participate in pre-internship workshops are organized to help students acquire the knowledge of business ethics, business etiquette, interpersonal communication skills, research ethics of sociological practitioners in applied and collaborative settings, and sociological practice needed for succeeding in a workplace. These workshops are to be conducted on campus by the department internship supervisor (i.e., a faculty member).	1, 2, 3, 4
2	Full-time internship	Students will conduct a minimum of 8 weeks' fulltime internship during which students gain real life working experience in local and/ or international contexts. The host organization will be required to assign a supervisor to oversee the process of the internship.	1, 2, 3, 4
3	Regular feedback	Students will receive regular feedback given by both the departmental internship supervisor and the On-Site supervisor at the host organization to improve the student' s performance in the course.	1, 2, 3, 4

4	Written Assignments	Students will keep track of their activities and working experience in an internship report. This learning activity will allow students to reflect on their internship experience and engage in self-evaluation. The report will contain two separate parts: Part A: Internship Activity Log to be submitted by the end of the internshipPart B: Internship Reflective Learning Journal (minimum of 1500 words)	1, 2, 3, 4	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Host organization' s formal evaluation report: A written evaluation report written by the on-site supervisor at the host organization shall be submitted at the end of the internship. An assessment of the student' s performance during the internship will be conducted base on professional standards set by the host organization.	1, 2, 3, 4	50	

2	Written Assignments. Students are required to keep track of their activities and working experience in a internship report: Part A: Internship Activity Log. This log will contain a detailed account of all internship related activities/ assignments completed by the student. A time-sheet shall also be included in this activity log. Part B: Internship Reflective Learning Journal (minimum of 1500 words). Students are required to submit a written report by the end of their internship. The report should include a self-reflection of the learning and working experience. Students are also required to tie the professional internship experience with the university learning experience.	1, 2, 3, 4	40	
3	Participation in workshops	1, 2, 3, 4	10	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Formal Evaluation by Host Organization.

Criterion

ABILITY to undertake tasks by own initiatives that contribute to the operation of the organization. The supervisor will decide whether the students' performance is up to some minimum standards based on professional standards set by the host organization.

Pass (P)

Performance is up to minimum standards.

Failure (F)

Not even reaching marginal levels

Assessment Task

Internship Portfolio Part A: Internship Activity Log. Part B: Internship Reflective Learning Journal

Criterion

ABILITY to communicate effectively in written and visual forms; CAPACITY to present themselves effectively in applications to future employment by acquiring work experiences; ABILITY to reflect critically on one's performance; Connecting workplace learning with overall knowledge acquired in COM programmes.

Pass (P)

Good reflection on one's performance. Ability to point out problem areas and suggest plausible solutions. Showing a sense of responsibility and maturity developed while undertaking the internship.

Failure (F)

Not even reaching marginal levels

Assessment Task

Participation in workshops

Criterion

Students are required to participate in a number of workshops organized for them.

Pass (P)

Attending the requisite workshops.

Failure (F)

Not attending the workshops

Part III Other Information**Keyword Syllabus**

Internship, news production, advertising industry, public relations, corporate communication, media industry, employability

Reading List**Compulsory Readings**

Title	
1	Woodard, E. (2015) The ultimate guide to internships [electronic resource] : 100 steps to get a great internship and thrive in it. New York: Allworth Press.

Additional Readings

Title	
1	Culver, S. H. (2015) Media career guide : preparing for jobs in the 21st century. Boston, Massachusetts: Bedford/St. Martin's.
2	Chesebro, J. L. (2014) Professional communication at work: interpersonal strategies for career success. New York, NY: Routledge.
3	Story, M. (2012) Starting your career as a social media manager. New York: Allworth Press.

4	杨林书, 孙丽园主编 (2010) 传媒就业与职业规划导航 A guide to media employment and career planning [electronic resource] / 杭州: 浙江大学出版社.
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