

Department of Communication
COMM 249 - Practicum
Application Form

revised 10/2020

This course is offered to COMM majors (see 180k<(of)662 70607 T6nw 1.967 0whoTm [havDr04 1.967 0:n re f LB

COMM 249 is a 2 -credit core course requirement for all students who declare the Strategic Communication/Public Relations track in COMM. Students must complete one Practicum (for two credits), earning a grade of C or better, as part of their graduation requirements. The 2 -credit experience must reflect at least 90 hours of work.

Practicum is a "mini -internship" which gives students the opportunity to gain professional experience in the public relations and strategic communications field. Students will learn the day -to -day operations in a specific professional context and can grow professionally by developing skills necessary to succeed in a career in that area.

To apply for Practicum, students must declare COMM as their major and SC/PR as their track in Gullnet . Students must also have earned a grade of C or better for COMM/CMAT 248 (Introduction to Public Relations).

Students complete a Practicum Application and return it to the Practicum Director. The application gives students a chance to share their career aspirations, the semester in which they desire a Practicum, and their projected graduation date.

The Practicum Director reviews all applications and, based on student aspirations/needs and the availability of relevant Practicum sites, identifies the best place for the student to engage in Practicum.

Once the Practicum Director matches students with relevant Practicum sites, students are contacted via campus e -mail with their placement information. Students then contact their prospective Practicum Supervisor, complete a face -to -face interview, and negotiate a working contract. After the Practicum Director reviews and approves the contract, students are given registration directions.

In addition to being mentored at the Practicum site, Practicum students complete an online course culminating in web portfolio. Site Supervisors submit written evaluations of the students to the Practicum Director. Evaluations are a significant portion of the final grade students earn for Practicum.

For SC/PR students who are interested in earning credit for an Internship (COMM/CMAT 495), earning a C or better in COMM/CMAT 249 is one of the pre -requisites. A Practicum and Internship cannot take place at the same site. Students failing to earn a C or better in Practicum will not be placed again and must