

INTERNSHIP PORTFOLIO



INTERNSHIP PORTFOLIO MAGC 8-CR

credits to be earned, where and when you were working, and the sorts of practical skills and tools used. How does an intern fit in? This section should be two pages in length.

5. Organizational Analysis/Brand Audit

What are the company's main outputs? What seem to be its strengths and weaknesses? Where might it expand – and where might it be falling behind the competition? When analysing the organization in which you worked, you should provide a critical reading of the corporate literature, paying particular attention to their communication plans (internal/external.) This section should be ten pages in length.

6. Relationship of Internship to Course Material

In this section, relate your experience in the workplace to the material covered during your Global Communications studies. You are asked to contextualize your internship experience not only in relation to the practical skills you have learned, but also in relation to theories regarding the role that communication plays in society. How did the course material you covered relate to your work? How might one theorize or conceptualize the kind of work you were asked to carry out? Consider how your MA course material might help you analyse your



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photographs, etc. These extra materials are considered as separate from the 50/60 pages required for the report itself.

11. Mid-point note

This was submitted to your faculty advisor five weeks into your internship. This section should be between three to five pages.

REPORT LAYOUT AND SPECIFICATIONS

- i. Written in English
- ii. A4 paper format
- iii. 1" margins top, bottom, left, and right
- iv. Times New Roman font size 12 or Arial font size 12
- v. Line spacing of 1.5. Do NOT add extra spaces between paragraphs.
- vi. Add page numbers to the footer of the document
- vii. Save in PDF format



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Grades:

A letter grade is awarded for the completion of this internship.

Assessment Rubric:

Your faculty reader will evaluate your internship experience and report based on the following learning outcomes for the MAGC program.

(1) Understand and be able to use qualitative and/or quantitative communications research methodologies.					
(2) Be aware of key issues in debates about globalization and their relationship to forms of global media and culture.					
(3) Develop critical perspectives on major concepts and theories in media studies, communications, cultural studies.					
(4) Develop practical competence in a field of contemporary communications.					

Confidentiality:

When preparing your report, please be aware of any confidentiality or non-disclosure agreements you may have signed with your organization. Indeed, employers may ask interns to sign confidentiality statements, which may have a bearing on what information you may disclose in your internship report and elsewhere. If this is the case, individuals and client corporations may be described rather than named, and projects may be recounted in general terms rather than specific details.

Students with this type of agreement are encouraged to discuss any questions that may arise with the Internship Office and their faculty reader to make sure they fully understand the terms and conditions of the agreement.

Plagiarism:

The report and all related documents may be inspired in part by the organization's corporate literature, but the bulk of the project must be the student's own. Students who draw heavily from other sources without proper citation will be subject to university disciplinary action.

AUP Library Resources

AUP students benefit from remote access to AUP library databases, but these databases are intended for non-profit educational use and are for the student's personal research only – NOT for research requested by the employer as part of the student's internship duties. Please contact the AUP Library for further clarification: library@aup.edu

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