Information meeting
Internship Master COM (201800099)
Academic year 2018-2019 (Sem. 2)

February 26, 2019
Info meeting Master COM Internships

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- Information available on the graduation website:
  - Course manual
  - Assessment / evaluation forms
  - Network of COM related organizations

www.utwente.nl/en/com/graduation-web/
Info meeting Master COM Internships

- Content of this meeting
  - General aim of the master internship
  - Pre-requirements and scheduling
  - Motives to take on an internship → learning goals
  - Finding an internship
  - Supervision and assessment
  - Deliverables (reports)
  - What to do next, how to start..?
General aim of the master internship

- Internship (10 EC) as an elective in your master programme
General aim of the master internship

- Internship (10 EC) as an elective in your master programme
- To link the content of the master COM with practice
- Take on regular internship task at an organization, be involved in daily operational routines
- ..., but, reflect on (some) internship tasks on a master level. Hence, (partly) your internship tasks must meet a level at which knowledge or expertise on a master level is useful to reflect on these tasks. For example:
  - Usability or user experience aspects in (app) communication designs
  - Consumer behaviour towards adopting in store technology
  - Effective application of virtual reality or augmented reality techniques
  - Effectiveness of coaching or mentoring programms in organizations
**Pre-requirements and scheduling**

- Internship (10 EC) as an elective in your master programme
  - Pre-requirements (start master in February, semester 2)
    - Active participation in Essentials and Societal Challenges courses and one elective course (courses in Sem-2, Q-3)
    - Earliest start internship in Sem-2, Q-4
  - Scheduling of the internship
    - If pre-requirements are met a student can start the internship at any given moment.
    - Duration; 10 EC = 280 hours study load, of which we expect that students are at least 240 active as an intern in an organization. The remaining 40 hours id for university visits and reporting activities.
    - Working hours in the company must be agreed upon in an internship contract with the company
Pre-requisites and scheduling

- Master COM study programme – option A

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Obligatory | Elective | Graduation | Internship

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Pre-requirements and scheduling

- Master COM study programme – option B

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**Obligatory** | **Elective** | **Graduation** | **Internship**
Pre-requisites and scheduling

- Master COM study programme – option C

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**Programme Structure:**
- **Obligatory Courses**
- **Elective Courses**
- **Graduation Requirements**
- **Internship**
### Pre-requisites and Scheduling

- **Master COM Study Programme – Option D**

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- **Master Internship (10EC)**

**Legend:**
- Obligatory
- Elective
- Graduation
- Internship
Motives to take on an internship: learning goals

- Internship (10 EC) as an elective in your master programme
- Programme learning goals; what does the education expect from you as a result of your internship and the reporting?
Motives to take on an internship: learning goals

- Internship (10 EC) as an elective in your master programme

- Programme learning goals:
  1) Based in an internship preparation report, the student is able to describe the expectations regarding the content of the internship in terms of 1) describing the host organization and internship position as well as 2) an elaboration the personal and academic / subject specific learning goals, and 3) a process description of hand-in deadlines and contact moments with UT-supervisor.
  2) Based on the internship reflection report and evaluation of the host organization, the student demonstrates the capability to reflect on the practical experiences gained in relation to the predefined personal learning goals.
  3) Based on the internship reflection report and evaluation of the host organization, the student demonstrates the capability to reflect on the predefined academic / subject specific learning goals, by connecting relevant academic knowledge to the internship context.
  4) Based on the internship reflection report and the evaluation of the host organization, the student demonstrates general professional and reporting skills.
Motives to take on an internship: learning goals

- Internship (10 EC) as an elective in your master programme
  - Student motives / learning goals
    - Personal learning goals
    - Academic learning goals

Master courses:

- Learning goal – 1
- Learning goal – 2
- Learning goal – 3
- ....

Content defined by education / teacher

Master internship:

Learning goals:

??

Content defined by student
Motives to take on an internship: learning goals

- Internship (10 EC) as an elective in your master programme
  - What are academic/content specific learning goals...??
    - Ask yourself for example following questions:
      - Why is your master educational level required to provide answers to questions from the organization...?
      - What would the organization gain from your master educational level as a result of your stay at the organization...?
Motives to take on an internship: learning goals

- Internship (10 EC) as an elective in your master programme
  - Formulating learning goals; elaboration of SMART principle
    - Specify your learning goals
    - Make your goals Measurable
    - Prove that the goals are Attainable
    - Justify the Relevance of the learning goal
    - Mention the Time frame in which the goal can / must be achieved
  - Consult documentation available about elaborating SMART learning goals.
  - Formulating SMART learning goals is of key importance to be able to reflect on a goal retrospectively
Finding an Internship

- Internship (10 EC) as an elective in your master programme
  - Students are ultimately responsible themselves to find an internship that meets their intrinsic interests, motives and/or learning goals
    - Therefore, first think about your motives and interests in relation to your master COM specialization
    - Subsequently try to match organizations that represent your interests
  - Requirements of organizations
    - The organization must relate to the domain of communication studies
    - The organization must be of reasonable size
  - Approval of internship organization
    - The internship coordinator will need to approve the organization at which you want to do an internship.
Finding an Internship

- Internship (10 EC) as an elective in your master programme
  - Applying for an internship position
    - Open applications:
      - Find relevant contact persons in an organization
      - Use COM network of related companies
      - Ask teaching staff or internship coordinator if they know contact persons at organizations that meet your interests
  - Applications based on existing vacancies
    - There are many internship recruitment websites available
    - You then (may) need to merge your master internship requirements with expectations of the organization
    - Be sure you can meet the programme learning goals
Supervision and assessment

- Internship (10 EC) as an elective in your master programme
  - Students will be assigned to a university supervisor and students are expected to have a mentor within the organization.
  - Based on the reporting, the final grading will be done by the university supervisor after consulting the evaluation of the mentor of the host organization.
    - University supervisor → responsible for grading
    - Organization mentor → provides an evaluation of the intern
  - The student / intern is responsible for organizing at least one meeting where both university supervisor and mentor are available.
    - Depending on the internship location this can either be an on-site visit or virtual meeting by skype.
Deliverables

- Internship (10 EC) as an elective in your master programme

- Three deliverables are needed to be able to assess / grade an internship:
  1. Internship preparation report → 25% of final internship grade
     Deadline: must be handed in within 7 days / one week after the start of the internship.
  2. Internship reflection report → 75% of final internship grade
     Deadline: must be handed in within ten working days after finishing the internship
  3. Evaluation form of host organization → mandatory requirement for grading
     Note: must be filled out at the time of the reflection report is handed in
What to do next, how to start..?

- Internship (10 EC) as an elective in your master programme
- Start thinking about your motives / interests
  - Make notes of interesting topics during the courses or interesting things you see happening around your or which are prone in the media.
- Try to look for organizations that may fit your interests
  - Consult teachers of courses or consult the internship coordinator in the case you have specific interests, but you are unable to find a suitable organization.
  - Make a listing of organizations and then prioritize.
  - Try to allocate persons in an organization with expertise on your topic of interest.
- Contact organizations, schedule visits or apply (open or existing vacancies)
- Keep internship coordinator in the loop about your progress or when approval of organization is needed.