Journalism 4800.707  Public Relations Internship Syllabus
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Objectives for this course
The internship program is designed to expose students to the profession of public relations in a
dynamic working environment where they can gain valuable experience, insights and contacts.

Course Requirements
Students must complete a minimum of 100 contact hours for each credit hour earned.

Supervisors are responsible for verifying time on the job. Internship supervisors are responsible
for completing two evaluations—one at mid-term and one at the end of the semester—
describing the student’s progress and accomplishments. This evaluation factors highly into the
student’s final grade, and the instructor and supervisor may contact each other at any time to
discuss the student’s progress.

Goals
Students will submit a list of goals developed with their internship supervisor. This list is to
be submitted via Blackboard at the beginning of the second week of the internship. It is
worth 30 points.

Bi-weekly reports
These are submitted through Blackboard in an assigned folder. Each one is graded and will
be worth 10 points. Students may submit links to online work, photos, graphics, or any
other information they feel will enhance the instructor’s understanding of their internship.

Midterm & Final Evaluations
The Mayborn School of Journalism will send a report form to the listed internship
supervisor for completion. If the instructor has any concerns or questions she may contact
the supervisor directly after its return to the school. Each report will be worth 100 points.

Final report
An outline of the final report is posted on Blackboard and should be the basis for the final
report of 5-7 pages. Additional supplemental materials are welcome. This is due the
Monday of Finals Week.

Evaluation
Students will be evaluated on their regular reports, including content, writing, grammar, spelling
& punctuation as well as the critical insights described in the reports. The final report will be a
wrap-up of the semester and include academic, personal and professional insights and
recommendations. Feedback from the internship supervisors will factor heavily into the final
grade in the course.