Course Description
Students independently arrange for an off-campus internship with an organization or company. This experience allows students to apply the various public relations skills and principles they have learned in the classroom to a real-world setting.

Major Outcomes:
To successfully complete a Public Relations major, students will demonstrate the ability to:
1. Write persuasively, in a variety of formats, for a variety of media
2. Use diverse research methods and analyze data to develop and support various PR functions
3. Apply PR strategies and tactics to solve problems creatively
4. Use PR principles and practices to guide management effectively and ethically
5. Use oral communication skills professionally in a variety of situations

Course Objectives
In this course you will…
1. Arrange to work for a company or organization
2. Apply your knowledge of the field of public relations to complete tasks assigned by your site supervisor
3. Apply the public relations skills you have developed in the classroom
4. Write messages designed to effectively reach various publics
5. Work effectively with others
6. Create a professional portfolio
7. Reflect on your application of the various principles and skills you have acquired while enrolled in Westminster’s public relations program

Course Requirements (see your internship manual for a more detailed description of course requirements)
1. Students must complete a minimum of 160 hours for a 4 credit internship
2. Students must keep a daily activity log/journal chronicling the tasks they are assigned to complete while serving as an intern
3. Students must assemble a professional portfolio presenting various examples of the tasks completed while serving as an intern (examples of material include releases, newsletters, design work, pictures of planned, social media posts, meeting agendas/notes etc.)
4. Students must write a reflection paper describing how they applied knowledge gained during their time enrolled in the PR program to their internship experience. Examples of principles/skills and undergraduate courses that were helpful during your internship must be cited in the paper. Please refer to your internship manual for a list of the other required elements.
Evaluation
Your grade will be determined primarily by your scores on the three required elements (activity journal/log; portfolio; paper), but input from your site supervisor may also considered when assigning your final letter grade.