

PRACTICAL STUDY OPTIONS FOR ADVERTISING AND PUBLIC RELATIONS STUDENTS

The APR departmental website contains a current internship listing: <http://www.apr.ua.edu/resources/internships.html>. In addition, see postings on the large board near the APR office (412 Phifer) or go to 297-D, 418-B or 418-D Phifer for advertising and PR internship opportunities. The Advertising Agencies volume of the Advertising Red Books (HF5805 .S73 in the Bruno Business Library Reference Area) lists advertising agencies and indicates those that offer internships; it also contains a list of PR agencies at the back of the volume. O'Dwyer's Directory of Public Relations Firms (HM263 .O37 in Bruno Business Library Reference Area) lists PR firms.

INTERNSHIP FOR CREDIT (APR 385/386) [NOT RETROACTIVE]

- The APR 385 Advertising Internship or APR 386 Public Relations Internship requires full-time employment over 9 to 16 weeks (that amounts to at least 350 hours of work).
- The student pays tuition (summer internships require student to pay tuition for 10 week session).
- Three semester hours of credit may be earned for internship.
- Only 3 additional hours may be taken along with the internship.
- You must have your internship approved in writing by the Department Chairman before registering for and taking the internship.
- The Department Chairman will evaluate the student's internship performance (pass/fail) based upon midterm and final papers, as well as the employer's evaluation.
- The limit for credit for APR 385/386 and/or APR 381 is a total of 3 semester hours.
- APR 385 requires junior standing, 2.5 or higher GPA and APR 322 or APR 422 (depending on the internship).
- APR 386 requires junior standing, 2.5 or higher GPA and APR 332.
- See 418-B or 418-D Phifer for an internship checklist and application.

NON-CREDIT INTERNSHIP

- Students pursue non-credit internships on their own.
- Factors such as length, timing and nature of the advertising or public relations experience are between the employer and the student.
- No academic credit is received for this type of internship, though the internship is an important experience that should be noted on your resume.

PRACTICUM (APR 381) [NOT RETROACTIVE]

- Students wishing to enroll in APR 381 Practicum must prepare a detailed proposal of what will be included in the course based upon prior discussion with a faculty member of their choice.
- The proposal must be submitted to the sponsoring faculty member before registering for APR 381.
- The proposal must be approved by the Department Chairman before registering for and taking the course.
- At least 10 hours per week must be devoted to the practicum project.
- Depending on the nature of the project, students may earn 1-3 hours of academic credit.
- The limit for credit for APR 385/386 and/or APR 381 is a total of 3 semester hours.
- Practicum requires junior standing, 2.5 or higher GPA and APR 322/332 or APR 422 (depending on the practicum).
- Students will receive a letter grade for this course.
- See 412 Phifer for an application after an APR faculty member agrees to be your faculty sponsor.

INDEPENDENT STUDY (APR 380) [CAN BE RETROACTIVE]

- Students wishing to enroll in APR 380 Independent Study must prepare a detailed proposal of what will be included in the course based upon prior discussion with a faculty member of their choice.
- The proposal must be submitted to and approved by both the sponsoring faculty member and the Department Chairman before registering for APR 380. The sponsoring faculty member has some flexibility in determining the point at which a student enters into the independent study agreement.
- The sponsoring faculty member will evaluate the student's performance based upon project-specific factors.
- Students will receive a letter grade for this course.
- As an alternative to APR 380, students may earn independent study credit through New College. Visit the New College office (107 Carmichael) for more information.
- APR 380 should not be confused with distance education courses offered through the College of Continuing Studies.