

Integrative Public Relations

Internship FAQs

The Integrative Public Relations major requires all students to participate in six credit hours of internship. Internships are valuable to the practice of public relations and provide the skills and knowledge necessary to compete in the exciting world of public relations.

IPR Internship Coordinator

Jim Wojcik
Moore Hall 409
989-774-4339
wojci1jj@cmich.edu

Types of IPR Internships

Health Care
Sports
Education
Agency
Tourism
Corporate
Music/Entertainment
Government
Lobbying
Not-for-profit
Automobile Industry
Fashion

When am I eligible to do an internship?

You must meet the following requirements before you are eligible for an internship:

- Be a junior or senior (based on credit hours);
- Have completed the IPR core except for the 500 level courses;
- Have earned a "C" or higher in all IPR courses taken thus far including electives; and,
- Have a minimum GPA of 2.5 in the major.

If I meet the requirements, what's next?

If you meet the requirements listed above, you are ready to proceed and begin looking for an internship. However, it is imperative that you contact the internship coordinator. All internships must be approved.

How early should I look for an internship?

The more competitive summer internships make offers as early as the fall semester. So, it is never too early to start looking. You can always contact placements and inquire about deadlines if they are not listed on the postings. It is important that the internship coordinator knows of your intentions to do an internship at least by midterm of the previous semester before you want to do the internship.

Are all internships the same?

Not all internships are similar; therefore, it is important to select an internship that you'll not only enjoy, but one that will also help move you towards your professional goals. For example, if you are interested in sports PR, you should secure an internship placement with a college, professional team or venue that hosts athletic events.

How do I find an internship placement?

Once you meet the internship requirements, the internship coordinator will pre-approve you at which time you can start your internship search. You are responsible for finding an internship, and contacting potential internship placements. However, there are ways to get started:

- Check the IPR list serve for new postings (you must use your CMU account to receive list serve messages)
- Attend the internship fair sponsored by Career Services and the Journalism internship fair
- Talk to IPR students who have completed internships
- Join PRSSA and take advantage of its comprehensive list of internships
- Network with professionals
- Attend IPR internship meetings

Are internships always done in the summer?

Although students often prefer summer internships in order to live at home or go out of state, there are **many** opportunities available throughout the academic year. Some organizations desire interns during the fall and spring terms and you might be able to secure your preferred placement during those terms because of less competition. Also, particular times of year may give you a better learning experience.



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Is there a minimum grade point for an internship?

You must have at least a "C" or higher in all core and elective courses completed in the major including courses you are enrolled in currently and have a minimum GPA of 2.5 in the major. Therefore, you will be requested by the internship director to submit a copy of your unofficial transcripts to verify the minimum grade requirement before you will be able to register for an internship. If you are enrolled in IPR major courses when materials are submitted to the internship coordinator, the instructors for the courses will be requested to verify your progress and current course grades.

What is an appropriate IPR internship?

All public relations internships have one thing in common- WRITING! By the time you finish your internship, your portfolio should include writing samples and creative work. Other common tasks often required of public relations interns are media relations, research, project management, special event planning, story pitching, social media, and designing publications such as newsletters, brochures and web pages.

When can I accept an internship?

You can tentatively accept an internship contingent upon meeting the requirements. However, the internship coordinator will not sign off on the internship until all requirements have been verified. You must meet the eligibility requirements, submit a copy of your current unofficial transcripts and resume, and have your professors verify your grades if enrolled in IPR courses at the time of applying for an internship. You must also have the IPR Application for Internship and Field Supervisor Internship Information forms completed and have the field supervisor fill out and sign the CMU Internship Agreement.

Where do I get the internship forms?

Internship forms including Application for Internship, Field Supervisor Internship Information, IPR Internship Credit Agreement, IPR Internship Coordinator

Approval, CMU Internship Agreement and IPR Field Supervisor Evaluation, are only available on the IPR website at:

<https://www.cmich.edu/academics/colleges/college-arts-media/departments-schools/communication-journalism-media/experiential-learning/internships-careers/integrative-public-relations-internships>

How many hours are required for the internship?

Generally, for every 1 credit hour you receive, a minimum of 50 work hours are required. You should try to work full time in order to have the best experience possible (minimum of 300 work hours for a 6 credit hour internship). In order to secure a competitive placement, you may want to consider working the entire term.

Will I be compensated for my internship?

Most internships are not paid. Any compensation is strictly between you and the organization.

How will I be evaluated?

When you register for IPR 555, the internship coordinator will provide you with a syllabus outlining the requirements. A registration exception for 6 credit hours is required to register. If your internship is in Michigan, the internship coordinator will do at least one site or virtual visit. At the end of your internship, your field supervisor will evaluate your performance and portfolio. You will also be required to complete the assessment component.

When will I get my IPR 555 grade?

The internship coordinator cannot submit a grade until the field supervisor has evaluated your performance and portfolio and the assessment component has been completed. It is imperative to plan ahead so you can submit your materials as soon as possible after the internship concludes. You will receive a deferred grade the term you are enrolled for IPR 555 and it will be replaced with a letter grade after the internship coordinator evaluates your materials.

Examples of Past IPR Internships

General Motors Company
Dow Corning Corporation
The Dow Chemical Company
Citadel Radio
Franco Public Relations Group
Special Olympics Michigan
Ascension Health
Detroit Convention and Visitors Bureau
AGP & Associates, Inc.
Eisbrenner Public Relations
Kresge Eye Institute
Identity Marketing & Public Relations
Fleishman-Hillard/Stratacomm
The Mott Foundation
Amway Corporation
Lambert, Edwards & Associates
Weber Shandwick
Burson-Marsteller
Tanner Friedman
The Detroit Zoo
The Detroit Red Wings
March of Dimes
Make-A-Wish Foundation
Michigan Kidney Foundation
CKC Agency