Unit outline

AMB310 Internship

Credit Points: 12
Prerequisite(s): Nil
Corequisite(s): Nil
Antirequisite(s): Nil
Equivalent(s): Nil
Subject to Unit Coordinator approval: Students are required to have completed a minimum of 192 credit points of approved study in advertising, marketing or public relations or international business and a GPA of 4.0 or higher.

Other Requisite(s): Nil

Assumed Knowledge: Nil

Date: Semester 1 2011
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View class timetable for GP

Go to QUT Blackboard

Disclaimer - Offer of some units is subject to viability, and information in these Unit Outlines is subject to change prior to commencement of the teaching period.

Rationale
The Internship unit provides a work integrated learning environment for students in the later stages of their course to build on their knowledge and skills in advertising, international business, marketing and public relations in a ‘real world’ setting.

Aim
The Internship unit aims to provide students with the opportunity to apply and practise knowledge and skills developed through their studies in a business setting with supervision and feedback from industry and academic supervisors.

Learning Outcomes
Course Learning Goals (Undergraduate)
The QUT Business School has established the Assurance of Learning (AOL) Goals to meet contemporary industry needs and standards. Achieving these learning outcomes will assist you to meet the desired graduate outcomes set at QUT - aligned with other internationally renowned business schools. Students will develop the following capabilities relevant to a contemporary global and sustainable business environment:
Have knowledge and skills pertinent to a particular discipline (KS)

1.1 Integrate and apply disciplinary theory and skills to practical situations
1.2 Incorporate the use of technology appropriate to the discipline and context

Be critical thinkers and effective problem solvers (CTA)

2.1 Identify, research and critically analyse information relevant to a business problem or issue, be able to synthesise that information in order to evaluate potential solutions, make recommendations or otherwise effectively address the problem or issue

Be professional communicators in an intercultural context (PC)

3.1 Communicate effectively through written tasks appropriate to varied contexts and audiences
3.2 Communicate effectively through professional oral presentations appropriate to varied contexts and audiences

Be able to work effectively in a Team Environment (TW)

4.1 Demonstrate effective team skills in order to contribute appropriately to the production of a group output

Have a Social and Ethical Understanding (SEU)

5.1 Apply ethical reasoning, standards or codes of practice relevant to the discipline and make decisions that are informed by social and cultural understanding

Unit Objectives
At the completion of this unit, students will be able to:

1. apply business principles, knowledge and skills in a 'real world' environment or project;
2. reflect on their own strengths and weaknesses and how these contribute to their professional practice;
3. develop a professional job application, including responses to selection criteria

The specific course learning goals and unit objectives that apply to this unit are shown in the assessment section of this unit outline.

Content
Knowledge and skills to be developed in the unit include:

- Work integrated and experiential learning
- Reflective learning and practice
- Career planning
- Job seeking and preparing job applications
- Social and ethical understanding
- Independent and collaborative learning
- Professional communication

Approaches to teaching and learning
The unit will be combine workshop sessions and online learning activities for students. Reflective practice and presentations from industry professionals will be a feature of the unit.

Assessment
Feedback
Students will receive feedback in various forms throughout the semester which may include:

- **Informal**: worked examples, such as verbal feedback in class, personal consultation
- **Formal**: in writing, such as checklists (e.g. criteria sheets), written commentary
- **Direct**: to individual students, either in written form or in consultation
- **Indirect**: to the whole class

Students will receive feedback on the assessment items and learning activities in the unit through written comments on criteria sheets, comments in response to online reflective blog posting, through verbal feedback in workshops. In addition, industry supervisors will provide students with ongoing feedback throughout their placement and as a written response on completion of their placement. All components of assessment and a minimum of 120 hours work placement must be completed to a satisfactory standard to receive credit for the unit. Further information and criteria sheets for assessment items is included on the unit Blackboard site.

Assessment Item No. 1
Assessment name: Professional plan
**Description**: The plan outlines how the internship placement or project was secured, planned activities, objectives and timeline.
**Length/Duration**: 1000 words
**Formative or Summative**: Formative and Summative
**Relates to learning outcomes**: Unit objectives: 1, 2, 3 and AOL goals: KS (1.1), (1,2), CTA (2.1), PC (3.1).
**Weight**: 20%
**Internal or external**: Both
**Group or Individual**: Individual
**Due date**: Week 4

Assessment Item No. 2
Assessment name: Portfolio
**Description**: In response to a supplied job advertisement and position description, students will submit a job application including cover letter and responses to selection criteria.
**Length/Duration**: Varies
**Formative or Summative**: Formative and Summative
**Relates to learning outcomes**: Unit objectives: 3 and AOL goals: KS (1.1), (1,2), CTA (2.1), PC (3.1), (3.2), TW (4.1), SEU (5.1)
**Weight**: 20%
**Internal or external**: Internal
**Group or Individual**: Individual
**Due date**: Week 7

Assessment Item No. 3
Assessment name: Poster Presentation
**Description**: Students will prepare a comprehensive poster reviewing the internship placement or project, drawing on reflections from individual blogs maintained through the semester. Students will present an overview of their experiences and reflections to
academic supervisors and peers. Due in scheduled Poster Session.

Weighting: 60%

Length/Duration: Poster size A2 (minimum) to A0 (maximum) and 2 minute presentation

Formative or Summative: Formative and Summative

Relates to learning outcomes: Relates to learning outcomes: Unit objectives: 1, 2, 3 and AOL goals: KS (1.1), (1,2), CTA (2.1), PC (3.1), (3.2)

Weight: 60%

Internal or external: Internal

Group or Individual: Individual

Due date: Week 13

Academic Honesty

Academic honesty means that you are expected to exhibit honesty and act responsibly when undertaking assessment. Any action or practice on your part which would defeat the purposes of assessment is regarded as academic dishonesty. The penalties for academic dishonesty are provided in the Student Rules. For more information you should consult the QUT Library resources for avoiding plagiarism.

This unit may use the SafeAssign tool in BlackBoard. SafeAssign is a text matching tool that assists students to develop the academic skills required to correctly use and cite reference material as well as to check citations and determine possible instances of plagiarism. You may be asked to use SafeAssign, in which case you will be expected to submit draft and/or final versions of one or more assignments and may be asked to answer a short online survey about the tool. Using SafeAssign does not constitute formal submission of an assignment. Your Unit Coordinator will provide detailed information on how the software will be used for individual assignments. The use of the tool is for educative purposes and is entirely voluntary.

Resource Materials

Prescribed Text

There is no prescribed text for this unit. A range of resources will be available to students through Blackboard.

Risk Assessment Statement

Students are required to complete the work integrated learning risk assessment audit before commencing their project placement. Industry partners are provided with information and requirements to meet obligations and requirements in risk management.

You should also familiarise yourself with evacuation procedures operating in the buildings in which you attend classes and take the time to view the Emergency video.

Last Modified: 22-FEB-2011