



Advertising  
Journalism  
Public Relations

LOCAL NATIONAL INTERNATIONAL

Real World Experience  
**MCOM 111: Internships**

**MORE INFORMATION ONLINE:**  
[www.profbob.com](http://www.profbob.com)

**SUMMER INTERNSHIPS**  
For Academic Credit



Advertising  
Journalism  
Public Relations

Eligible majors should **PREPARE & APPLY**  
by the End of Spring Break

Many local and national internship opportunities during the summer months are very competitive. Most media companies post online their application process. Some require a group meeting of all applicants before they select their summer interns. Employers carefully review student qualifications and interview presentations.

The SJSU Journalism School has an excellent intern placement rate because we prepare our majors to meet expectations in the professional media workplace.

## How To **SECURE An Internship** for Academic Credit:

- Identify early on those media opportunities that address your career goals.
- Research online local, state, national and global options. Provide what they ask.
- Develop a resume and short cover letter. Ask JMC School faculty for advice.
- Learn specifics about each company when preparing for their intern interview.
- Know JMC School internship policies. Tell employers about our requirements.

Prof. Bob Rucker is the JMC School Internship Coordinator. He must review and approve all internship agreements BEFORE an add code is issued for MCOM 111: Internships, ( 3 units of academic credit.)

Students are **NOT** allowed to start an internship until they are registered for MCOM 111.

JMC School Internship Policies explained at: [www.profbob.com](http://www.profbob.com)