

SLMC 402: Practicum – Internship: Advertising (AD)

This is an experiential learning course. Experiential learning is an educational plan that integrates classroom study with practical work experience. This course is designed to provide qualified Advertising students the opportunity for challenging and educational “hands-on” learning experience the advertising, marketing related or communications fields. Students gain experience and helpful career direction by working under qualified professionals in a structured business environment. Paid or unpaid, students are expected to perform duties that are similar, if not identical, to the type of work they will do upon entering the professional workforce.

Credits: 1

Prerequisites/Permissions:

Junior/Senior standing, SLMC 321 Advertising Sales, and prior approval of internship and service learning experience before beginning the internship and service learning experience.

Program:

Strategic, Legal & Management Communication

COURSE DESCRIPTIONS