

COMM 249 - Practicum
Application Form

revised 7/2022

This course is offered to COMM majors who have:

1. Officially declared the PR Strategic Communication track
2. Earned a C or better in COMM 248 (previously CMAT 248)
3. Did NOT complete an application prior to this semester

Directions: Download the form, fill in information, save as a pdf, and email to the Practicum Director, Amanda Welch-Hamill at aswelch@salisbury.edu. Students will be contacted via campus e-mail with their placement status, interview protocol, and registration information.

INCOMPLETE APPLICATION FORMS WILL BE RETURNED.

Student Name: _____ ID#: _____ Phone#: _____

Anticipated graduation date: (semester & year) _____ Minor: _____

Are you an SU Athlete? Please list sport and season: _____

Do you intend on applying for an Internship (COMM 495) in Jr./Sr. year (anticipated semester/year): _____

Languages spoken: _____ Software proficiency: _____

Campus/community organization(s) experience:

Rank in order your top three preferences for practicum semesters, *up to your anticipated date of graduation-not after*, and complete the year. (1 = first choice).

_____ Winter 20 ___ _____ Summer 20 ___ _____ Fall 20 ___ _____ Spring 20 ___

Rank in order your top 5 preferences for practicum activity types (1 =first choice).

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|----------------------------------|--------------------------------------|---|
| _____ Sales | _____ Writing press releases & PSA's | _____ Web design & layout |
| _____ Management | _____ Publication design & layout | _____ Arts administration |
| _____ Training | _____ Social Media campaigns | _____ Graphic design (ads, editorial) |
| _____ Health Communication | _____ Writing for advertising | _____ Sports event planning & mgmt. |
| _____ Marketing | _____ Conference/meeting planning | _____ Promotions/publicity/ Advertising |
| _____ Web writing/editing | _____ Analytics/research | _____ Event planning |
| _____ Gov't promotion & planning | _____ Non-profit PR & development | _____ Developing PR campaigns |
| _____ Photojournalism | _____ Sports PR/Information mgmt. | |

Select your practicum location (may select both):

_____ on campus _____ off campus local (must provide own transportation)

Write a 2-3 line description of your career aspirations:

COMM 249 is a 2-credit core course requirement for all students who declare the Strategic Communication/Public Relations track in COMM. Students must complete one Practicum (for two credits), earning a grade of C or better, as part of their graduation requirements. The 2-credit experience must reflect at least 90 hours of work.

Practicum is a "mini-internship" which gives students the opportunity to gain professional experience in the public relations and strategic communications field. Students will learn the day-to-day operations in a specific professional context and can grow professionally by developing skills necessary to succeed in a career in that area.

To apply for Practicum, students must declare COMM as their major and SC/PR as their track in Gullnet. Students must also have earned a grade of C or better for COMM/CMAT 248 (Introduction to Public Relations).

Students complete a Practicum Application and return it to the Practicum Director. The application gives students a chance to share their career aspirations, the semester in which they desire a Practicum, and their projected graduation date.

The Practicum Director reviews all applications and, based on student aspirations/needs and the availability of relevant Practicum sites, identifies the best place for the student to engage in Practicum.

Once the Practicum Director matches students with relevant Practicum sites, students are contacted via campus e-mail with their placement information. Students then contact their prospective Practicum Supervisor, complete a face-to-face interview, and negotiate a working contract. After the Practicum Director reviews and approves the contract, students are given registration directions.

In addition to being mentored at the Practicum site, Practicum students complete an online course culminating in web portfolio. Site Supervisors submit written evaluations of the students to the Practicum Director. Evaluations are a significant portion of the final grade students earn for Practicum.

For SC/PR students who are interested in earning credit for an Internship (COMM 495), earning a C or better in COMM 249 is one of the pre-requisites. A Practicum and Internship cannot take place at the same site. Students failing to earn a C or better in Practicum will not be placed again and must complete an additional 300/400 level COMM elective approved by the Department Chair. Practicum students that withdraw from the practicum course will be evaluated on a case by case basis for another placement or replacement course.