



JOUR 498: Internship

Spring 2026

Section 01

9:30 to 10:45 a.m. Mondays in LA4 105

Instructor: Todd Henneman

Office hours:

11 a.m. to 12:30 p.m. by Zoom

Tuesdays and Thursdays

11 a.m. to 12 p.m. in LA4 205A

Wednesdays or by appointment

Email: todd.henneman@csulb.edu

Landline: (562) 985-4360

Prerequisite: Senior standing or consent of instructor

Catalog description

Students gain practical journalism and/or public relations experience in professional settings. Students locate and secure their own internships. All internships must be approved by the instructor. The class includes seminars and workshops to facilitate professional development and career building. Credit/No Credit grading only. The course may be repeated for a maximum of six units in different semesters.

Course overview

Internships are an integral part of your academic career because they provide on-the-ground experience. Journalism 498 allows you to gain experience that will help launch your career while also earning academic credit. To prepare for your post-graduation job search, you will secure your own internships, a process that typically includes searching for a position as well as preparing and submitting résumés and cover letters. All for-credit internships must be approved by the Journalism 498 instructor. Course activities and assignments guide you on building connections, identifying professional and personal goals, and updating fundamental tools such as your Linked profile while also providing a mechanism to track your progress at your internship site.

Student Learning Outcomes

Catalog description

Students gain practical journalism and/or public relations ex

By the end of the semester, students who complete JOUR 498 requirements will have:

- Gained hands-on experience in professionals settings;

- Applied journalism and/or public relations skills in professional settings;
- Maintained an electronic record of their internship experiences and accomplishments;
- Examined issues of diversity and ethics in communications workplaces;



- Prepared and edited a professional resume, cover letter and LinkedIn profile;
- Explore and refined professional goals and expectations;
- Discussed the importance of taking initiative, dealing with different management styles and coping with workplace challenges;
- Formulated job-search strategies such as networking techniques, interview preparation and salary negotiation.

Getting started

1. Secure an internship connected to your major. Review the list of internship opportunities on the [JPR internship microsite](#). I also encourage you to look for opportunities on your own through sites such as [LinkedIn](#) and [Indeed](#) as well as through professional associations.
2. Submit your [internship for approval](#). The department adheres to [standards set by the National Association of Colleges and Employers](#) to ensure that internships are educational.

Crucial facts

- I must approve your internship, even if it's for a CSULB office or department.
- To receive credit, you must complete at least **100 hours** in one internship.
- Your internship supervisor should have at least five years of experience.
- The university forbids backdating internships. For example, you cannot have an internship in the summer but get credit for the experience in the fall semester. You must be enrolled in JOUR 498 while completing your internship to earn credit.

Required texts

This section does not use a textbook. Readings and short videos will be assigned throughout the term and made available electronically on Canvas.

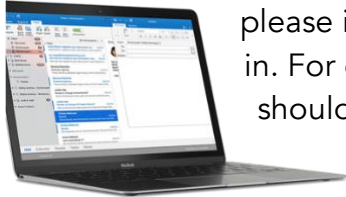
Method of instruction

This course emphasizes professional development and career preparation. It meets in person once a week. Viewings, readings, assignments and discussion activities will help you make connections between academic coursework, internship experiences and career goals. You will get the most from this experience by thinking strategically about your career and personal goals, engaging in activities and monitoring deadlines.

Course communication

Each Sunday, I will send an email that reminds you of upcoming deadlines and readings. I will post this same weekly announcement on Canvas. Email announcements will go to your CSULB email account. Be sure to check it. To avoid filling your inbox, I will post any other announcements during the week on Canvas only.

You are welcome to drop in without an appointment during my office hours. If you would like to meet by Zoom, please schedule it in advance. If you send an email, please include the course in the subject line and which section you are in. For example, if you're in the Wednesday section, your subject line should begin "JOUR 498 W" followed by a phrase that describes the content. If you're missing class, your subject line might say, "JOUR 498 W: Missing tomorrow's session."



This information helps me reply faster because I teach more than one course. I strongly encourage you to send the email from your CSULB email account to avoid it landing in a spam or junk folder. Please give me 24 hours to reply, particularly on weekends

Assessment

This course is offered for **Credit/No Credit**. You will receive credit if you satisfactorily complete all the following requirements by the deadlines specified on the schedule:

1. Submit the internship proposal after receiving an offer.
2. Complete the Internship Learning Contract with your supervisor and submit it.
3. Maintain a journal through Canvas, addressing the prompts.
4. Maintain a log (through Canvas) of the hours you have completed.
5. Complete a series of in-class career-development activities and assignments.
6. Submit your supervisor's 50-hour (midpoint) evaluation of your performance.
7. Submit your supervisor's 100-hour (final) evaluation of your performance.
8. Summarize the work you accomplished during your internship.
9. Submit a critique of your internship experience.

For all assignment, refer to the detailed instructions on Canvas.

Assignment policy

- Assignments are due on the dates specified. If you can't meet the deadline, discuss it with me *ahead of time*. Otherwise, you will receive "no credit" for late assignments.
- Assignments must be uploaded to Canvas. **Do not send assignments by email.**

Add/Drop Dates

Monday, Feb. 2: Last day to add or drop classes without approval.

- Deadline to drop a class without receiving a W.
 - Deadline to drop and receive a refund for reduction in calculated charges.
- ⇒ All changes must be completed in MyCSULB Student Center by 10 p.m.

Tuesday, Feb. 3, to Friday, April 17: Period to withdraw with approval.

- Submit a request to withdraw in MyCSULB Student Center.
- If approved, you'll receive a W on your transcript for the class.

JPR Technology Loan Program

Cameras, video cameras, audio recorders and multimedia accessories are available for free to students registered in JPR classes through the JPR Technology Loan Program. Loan program hours in spring 2026 will be posted in the main JPR office (LA4-106), which is also where students can pick up/drop off the equipment.

JPR Student Success Multimedia Lab

The JPR Student Success Lab that includes fifteen iMacs equipped with software used in JPR classes and free printing is in LA4-207. Open lab hours during spring 2026 will be from 12:30 p.m.–6 p.m. Monday through Thursday and 9 a.m. –1 p.m. Fridays.

Technological help

If you need help, call the Technology HelpDesk at (562) 985-4959 or email helpdesk@csulb.edu. Telephone support is available 8 a.m. to 7 p.m. Monday through Thursday and 8 a.m. to 5 p.m. Fridays. In-person support is available 8 a.m. to 5 p.m. Monday through Friday in the Horn Center Lobby and the fifth floor of the library.

Students with disabilities

It is the student's responsibility to inform me within the first two weeks of the semester of the need for a reasonable accommodation because of a disability. The Bob Murphy Access Center provides resources. Its phone number is (562-985-5401).

Generative artificial intelligence

The use of generative AI tools (e.g., ChatGPT) is permitted in this course *only* for the following activities:

- ☐ Brainstorming and refining your ideas.
- ☐ Finding preliminary information on topics, including employers.
- ☐ Drafting an outline to organize your thoughts.
- ☐ Checking grammar and style.

Discuss with your supervisor whether you are allowed to use generative AI for internship-related tasks.

Course schedule

(This schedule is subject to change based on unforeseen developments)

WEEK	CLASS SESSION	OUT-OF-CLASS MATERIAL	ASSIGNMENTS DUE
Week 1 Jan. 20 to Jan. 24	⇒ Provide overview ⇒ Discuss resources and assessments Note: Securing an internship should be your No. 1 priority.	Watch: ☐ "How to format your resume" ☐ "Identifying & communicating your transferable skills" Review: ☐ "Tools to organize your job or internship search"	Complete either ChatGPT resume activity OR Resume-building activity by Saturday, Jan. 24 Have an internship? <u>Submit the proposal</u> , if you haven't already
Week 2 Jan. 25 to Jan. 31	⇒ Researching employers ⇒ Saying 'thank you'	Watch ☐ "How to research a company before an internship interview" ☐ "Completing and uploading Internship Learning Contract" Read: ☐ "27 most commonly asked job interview questions and answers" ☐ "How to write a thank you email after an interview"	Complete journal entry by Saturday, Jan. 31 Update your time log if you have begun your internship If you don't have an internship, schedule a <u>one-on-one appointment</u> with the Career Development Center.
REMINDER: FEB. 2 IS THE DROP DEADLINE TO WITHOUT RECEIVING A "W"			
Week 3 Feb. 1 to Feb. 7	⇒ Writing professional emails	Read: ☐ "10 tips for writing professional emails" ☐ "How to write letters & emails" Watch: ☐ "Professional etiquette for interns (14 minutes)"	Update your time log if you have begun your internship

		☐ "How to write better emails at work"	
Week 4 Feb. 8 to Feb. 14	⇒ Setting yourself apart ⇒ Maximizing your internship	Read: ☐ "Tips to make the most of an internship" ☐ "6 ways to make the most of your internship" ☐ "Soft skills matter now more than ever, according to new research" Watch: ☐ "How to Make the Most of Your Internship"	Submit journal entry by Saturday, Feb. 14 Update time log Saturday, Feb. 14, is the target date for submitting a proposal
Week 5 Feb. 15 to Feb. 21	⇒ Exploring diversity, equity and inclusion in the workplace	Read: ☐ "Diversity, equity and inclusion in the workplace" ☐ "Diversity and power in mentoring relationships" Watch: ☐ "Why DEI matters: The critical role of diversity, equity, and inclusion in shaping our future"	Update time log Submit journal entry by Saturday, Feb. 21
Week 6 Feb. 22 to Feb. 28	⇒ Recognizing and addressing microaggressions	Read: ☐ "How to respond to microaggressions" ☐ "How to mend workplace relationships after microaggressions" ☐ "How to identify and manage workplace bullying"	Update time log Saturday, Feb. 28, is the target date for uploading the PDF of the Internship Learning Contract

		☐ "10 tips for tackling the toughest workplace conflicts"	
Week 7 March 1 to March 7	⇒ Listening actively ⇒ Seeking feedback	Read: ☐ "Active listening" ☐ "The Johari Window: A model for eliciting and giving feedback" ☐ Instructions for midpoint evaluation	Submit journal entry by 11:59 p.m. Saturday, March 7 Update time log
Week 8 March 8 to March 14	⇒ Building your professional network	Read: ☐ "How to master networking during your internship" ☐ "Networking 101" ☐ "5 networking tips for introverts" Watch: ☐ "How to get started on LinkedIn" Review: ☐ "LinkedIn Profile Checklist" to your LinkedIn profile	Post link to updated LinkedIn profile by Saturday, March 14 Update time log
Week 9 March 15 to March 21	⇒ Developing a job-search strategy In class: Complete anonymous peer reviews of LinkedIn profiles	Read: ☐ How to develop a job-search strategy ☐ Analyzing job descriptions to enhance job search	Complete the job-planning, part 1 Submit journal entry by Saturday, March 21 Upload the PDF of the 50-hour evaluation by Saturday, March 21
Week 10 March 22 to March 28	⇒ Telling stories through resumes No class meeting. Watch recorded video lesson	Read: ☐ "Crafting strong bullet points" ☐ "Action verbs for resumes"	Upload revised resume by 11:59 p.m. Saturday, March 28 Update time log

	on Canvas and work on resume.	☐ JPR resume examples ☐ "Using the AI tool Jobscan" ☐ "Job-planning guide, part 2"	
Spring break: March 30 to April 4			
Week 11 April 5 to April 11	⇒ Informational interviews ⇒ Job interviews In class: Complete anonymous peer reviews of resumes	Read: ☐ "Informational interviews overview" ☐ "Successful interviewing" ☐ "Tips for future and new PR professionals" or "Networking basics for journalists" Watch: ☐ "Informational interviews: Best questions to ask" ☐ "Stand out in a job interview"	Submit journal entry by Saturday, April 11 Update time log
Week 12 April 12 to April 18	Elevator pitches	Read: ☐ What is an elevator pitch and why do I need one? Watch: ☐ How to introduce yourself—and get hired	Update time log
Week 13 April 19 to April 25	Attend at least one Internship Week panel and one Networking Fair session instead of attending class	Read: ☐ Instructions for final evaluation ☐ Instructions for summary of work accomplished	Submit networking assignment by Saturday, April 25

Week 14 April 26 to May 2	Writing effective cover letters	Read: ☐ "Writing cover letters" ☐ "Here's an example of the perfect cover letter, according to Harvard career experts" ☐ "Writing a cover letter that will stand out" ☐ "I've read 500 cover letters for entry level media jobs"	Submit journal entry by Saturday, May 2 Update time log
Week 15 May 3 to May 9	⇒ Wrapping up .		By Saturday, May 9, upload your: ☐ 100-hour evaluation ☐ Summary of accomplishments ☐ Internship critique
Week 17 May 10 to May 16	Finals week: Monday, May 11, through Saturday, May 16. This class does not meet during finals week.		