COURSE DESCRIPTION

PUB 699A/PUB 699B  Internship I and II
Offered during the Fall, Spring and Summer Semesters
1 semester internship and 1 semester writing thesis—Total 6 credits.

PUB 699A

In lieu of the Graduate Seminar, selected students (i.e., full-time students not currently working in the industry) will enroll in PUB 699A and will intern in responsible positions in either the book, magazine or media industries. Each student's work will be evaluated by Professor Denning, the Director of Internships and Corporate Outreach, over the course of the semester via regularly scheduled seminar meetings, individual meetings and weekly postings in blackboard.

During the fall and spring semesters internships run the length of the semester and students are required to intern 16-24 hours a week. Summer internships are typically 35-40 hours a week and run from June through August.

The semester before registering for PUB 699A, students are required to meet with Professor Denning to finalize their resumes and cover letters and to discuss how to go about searching for an internship. Each student will be individually guided, advised and given leads by Professor Denning. In addition, each student is responsible for searching publisher's websites and internship sites for possible positions, sending out his or her resume and cover letter, scheduling interviews and negotiating the final details of the internship position.

The process of finding an internship is similar to that of finding a job. Working on resume writing, preparing excellent cover letters and fine tuning interview and negotiating skills are all part of this course.

Upon securing an internship students are required to fill out an Internship Assignment Report for Professor Denning. This report includes the title of the position secured, the name of the company where you will be interning, the name of your direct supervisor, a description of your responsibilities and other relevant information.

During the semester, in addition to interning, students must attend scheduled class meetings (dates announced on the syllabus) and post a weekly update in Blackboard. Towards the end of the semester students must submit a Thesis Statement, Detailed TOC, Working Bibliography and a 3-5 page Essay on their Internship Experience. The thesis topics are either related to or developed out of the internship experience and must be approved by Professor Denning. Some sample topics include: The Impact of Technology on the Trade Book Publishing Industry, The History of Women's Magazines, The Use of Web 3.0 Tools to Market Books, Online Magazine Publishing and Ad Sales, The Implications of the Google Book Settlement, The Role of the Literary Agent and the Editor in Trade Books, Trends in Children's Book Publishing etc.

At the end of PUB 699A, if the student has completed all of the course requirements, a "SAT" or satisfactory grade will be given. This grade will be changed to the grade on the final thesis paper when the student completes PUB 699B.

PUB 699B

PUB 699B is the second course in the Internship sequence and is usually taken the semester after a student completes PUB 699A. This course is an independent study. The preliminary work done in PUB 699A is done in preparation for this course. There students will have already determined their thesis topics and have had them approved by Professor Denning. Students are required to meet with Prof. Denning at the beginning of the semester and to submit a draft of the paper (the date for the first draft submission will be listed on the syllabus) before submitting the final draft at the end of the semester.
The grade that the student receives on the final thesis paper is the grade that the student will receive in both PUB 699A and PUB 699B.