

Communication
Internship course
COMU3801



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE





For students

Decide if the COMU3801 Communication Internship course is right for you

COMU3801 is open to domestic and international students in the Bachelor of Communications or associated dual degree. We recommend students enrol in COMU3801 in their final year of study as students are required to integrate their university learning with their professional practice. The course content is designed to support students graduating with an interest in pursuing a career in Public Relations or Digital Media.

Students are required to have a minimum GPA of 5.0* and completed a number of prerequisite courses to be eligible to enrol. Please see the **Electronic Course Profile** for the required prerequisites.

** If students do not meet the COMU3801 course requirements, course administrators will consider special permission to enrol on a case by case basis. If this applies to you, please contact the course coordinator.*

Why enrol in COMU3801?

Today's graduates need to have a practical understanding of the Communications industry and be geared with the skills to stand out in a competitive job market. COMU3801 is designed to make you job-ready by supporting you to refine these industry skills. The course will provide you with practical advice from industry professionals to build your skills in applying for paid graduate roles while allowing you to expand your industry experience in a work placement.

Course details

COMU3801 involves three core requirements:

- Meeting the minimum hours of placement participation*
- Written and verbal assessment
- Workshops

The assessments for COMU3801 will require students to create a LinkedIn profile, create a work placement plan, write a curriculum vitae (CV) and selection criteria for a job application and participate in a mock job interview and take part in mentoring activities run in conjunction with the Queensland division of the Public Relations Institute of Australia (PRIA).

Each workshop will provide students with tailored advice on entering the workforce and guidance to complete the assessment tasks. Following course feedback, the final workshop includes how students can cultivate entrepreneurial skills and hear advice about how to start a communication business.

See the full assessment outline in the **Electronic Course Profile**.

** Required placement hours may change in unexpected circumstances. Students will be notified of the required minimum hours by the course coordinator.*

How to enrol in COMU3801

1. Complete the Placement Application electronic form, and return it to the Placements Administrator at scaplacements@uq.edu.au ahead of the enrolment due date. The form can be found here: https://communication-arts.uq.edu.au/files/854/Placement_Application.do
2. Upon receiving written advice that you are eligible and have been added to the permission list for COMU3801, add the course to your enrolment through SI-net.



Claire Banfield

Corporate Affairs Media Advisor at RACQ

As one of the final subjects in my degree, COMU3801 helped me learn invaluable skills that prepared me to enter the workforce. I was able to refine my CV to make it appropriate for roles I was applying for and hone my interview skills. I firmly believe it should be compulsory for every student to complete an internship before they graduate and this course enables so many students to get their first, practical step into the communications industry.

Placement activities

Students will be expected to participate in a range of industry activities during their placement. These may include but are not limited to:

Public Relations Major

- Assist with media relations, including pitching, researching and scheduling interviews if needed.
- Assist with proofing written materials for style, grammar, etc.
- Create and curate engaging written and visual content
- Communicate and build relationships with current clients
- Effectively contribute to the organisations/client social media and website communication
- Create and distribute press releases
- Assist with building and maintaining press kits
- Assist in administrative duties
- Build and update media lists and databases

- Schedule, coordinate and attend various events
- Perform research
- Assist with the organisation of photo opportunities and events
- Assist with building and maintaining relationships with both local and national media
- Assist with mailing lists,
- Write and assist with client publications such as annual reports and newsletters.

Digital Media Major

- Create and draft analytics
- Monitor social media
- Assist the analytics Manager
- Create CRM documents
- Create and manage bulk emails

- Assist in account management
- Assist copywriter and write copy
- Assist digital marketing manager and web manager
- Perform research
- Assist in website design
- Assist the eCommerce manager
- Assist the search manager/SEO Manager
- Create and curate engaging written and visual content
- Assist the social media manager or community manager
- Design social media posts
- Assist the web developer and web designer.





Statutory requirements

Unfortunately, sometimes organisations will agree to host students for reasons other than to help them learn and develop their skills as professionals. Placements for course credit are protected and insured under the conditions of the UQ Student Placement Agreement which course administrators establish with your Placement Provider. However, the course administrators also use the spirit of existing work experience legislation, designed to prevent students from being exploited for unpaid work, when determining whether a placement opportunity represents fair unpaid work.

This legislation is *The Education (Work Experience) Act 1996 (Qld)* (www.legislation.qld.gov.au/view/pdf/2017-03-01/act-1996-009)

which applies the following conditions:

- the work experience arrangement must be made before the student starts a work experience placement;
- if the student is a minor – a parent of the student must give written consent to the arrangement;
- the work experience placement must finish in the year it starts;
- the student must not receive work experience for more than 30 days in a year;

- the work experience provider must not provide work experience to more than the permitted number of students at the same time;
- the work experience provider must not provide work experience to the student at a time other than during the ordinary working hours of the place where the work experience is provided; and
- the student must not be paid for work experience.

Clear, binding definitions of fair unpaid work experience and Internships are also given by the *Fair Work Ombudsman*.

If you believe that you are being unfairly treated as a student intern, please contact the School's Placements Officer (scaplacements@uq.edu.au) by any means as soon as possible.

Work, Health and Safety

The Placement Provider has an obligation to supervise the student on-site and provide the appropriate training and instruction about work, health and safety procedures, as they would when inducting an employee.

The University of Queensland will provide each student enrolled in COMU3801 with personal accident insurance for the duration of their placement. Personal

accident insurance provides a basic cover paid for by the University for students who are accidentally injured while engaged in University activities directly related to their University Course studies, including University sanctioned work experience, placements, field trips and excursions, including direct travel to and from such activities, excluding sporting activities.

Benefits include lump-sum benefits, weekly benefits and non-Medicare medical expenses (e.g. physiotherapist, chiropractor, ambulance). There is a common misconception that students injured in a workplace while on work experience are entitled to normal workers compensation benefits. That is not the case and it is important to understand the Personal Accident benefits are much less than those generally available under workers compensation. There is very limited workers compensation cover available while on work experience.

For further details of UQ's insurance policy, please see (my.uq.edu.au/information-and-services/manage-my-program/fees-payments-and-refunds/university-insurance).

Q&As



Marcus Ong

**Communication and Public Affairs Executive,
Asia Pacific at The Janssen Pharmaceutical
Companies of Johnson & Johnson**

COMU3801 was exactly what I needed to get a small taste of the “real world” and apply what I learnt throughout my time at UQ. While my internships were only for a brief period, the skills I developed (e.g. the importance of open communication and time management) continue to be just as essential in my professional working life today. The experiences in a tangible work environment not only gave me a better understanding of the industry, but also allowed me to learn more about myself.

Where can I intern?

Students are able to intern at any organisation which has a dedicated Communications or Digital Media function. This may include the communications department of a charity or the digital media department of a marketing consultancy. Students have the option to work either in-house or in an agency.

Students must confirm that their assigned mentor during their internship has a tertiary qualification in Communications or equivalent industry.

If you are unsure that your Placement Provider or internship mentor meets the course requirements, contact the course administrator.

How do I apply for an internship?

1. You will be provided with a list of possible host organisations upon enrollment in COMU3801.
2. If you have a specific industry partner in mind (included in the COMU3801 supplied list or not), call or email them to inquire about the application process.

3. Search the internet for internship opportunities. Job listing sites such as Seek, LinkedIn and CareerHub offer updated internship roles. Opportunities are also listed on the **UQ Journalism and Communications Students Facebook page**

4. Follow the internship application of your chosen organisation. If you are unable to find an internship or have issues applying, contact the course administrator.

5. Once you have confirmed your internship, email the below placement details to the course coordinator at least 10 business days before you start your placement.

- Placement organisation
- Supervisor name and email address
- Placement start and finish dates
- Exact total days of attendance
- Placement location (suburb & postcode)
- A list of task you will be undertaking (see above lists for guidance)



Can I intern at more than one company for the course?

Yes, you can, but students often find it a challenge to balance course requirements over two placements. If you would like to split your internship hours between two placements, please contact the Course Coordinator.

Can I do an overseas internship?

Yes, as long as the internship is a good fit for COMU3801 and we are able to establish a Student Placement Agreement with the Placement Provider.

Do I need to pay for my own insurance?

No. Once your placement has been approved for COMU3801 and we have established a Student Placement Agreement with your Placement Provider, you will be insured for your time on placement by UQ. Prior to starting your internship, you will receive information brochures on how you are covered for under the university's

insurance policy. You can continue to receive insurance from UQ for School approved placements and work experience up until the date of your graduation ceremony.

What is expected of me?

Students participating in this course are representing the University of Queensland in the workplace. We expect students to be punctual, look presentable and act in a professional manner. Students are not expected to 'know everything', but should approach each task with eagerness to grow and learn from any mistakes.

What is not an Internship task?

Occasionally, internship organisations may ask students to complete menial tasks which do not contribute to their learning in the workplace. This may include making coffees, doing photocopying or running errands. On the other hand, interns can be exploited if they begin to complete tasks given to a regular employee such as contribute to the overall running of the business, work long hours or continuing to intern after the agreed period, without monetary compensation.

If you feel that tasks assigned to you do not contribute to your learning or that you are being asked to complete more tasks than you think is appropriate for an intern, please contact the Course Coordinator.

See the Fair Work Ombudsman website for more advice on when an unpaid internship may be considered unlawful **fairwork.gov.au/pay/unpaid-work/work-experience-and-internships**

Further resources

Introduction to COMU3801:
Communication Internship

All about the Communications
Internship COMU3801:
vimeo.com/316662593

A day in the life of an intern:
vimeo.com/316662586

Study enquiries

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